

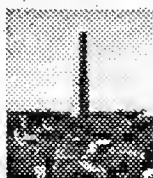






# *The Freedom Trail Foundation for a Renewed Vision*

## *Appendix*



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# *The Freedom Trail Foundation for a Renewed Vision*

## *Appendix*

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*Section I*

**THE FREEDOM TRAIL STUDY:  
PRESERVATION AND HISTORICAL ISSUES**

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## **1. INTRODUCTION**

The Freedom Trail is a child of the 1950s, reflecting the biases and programs of a post-war decade that emphasized outstanding heroes and events. Its fundamental story centers on the period leading up to the American Revolution when Boston occupied center stage as the “Cradle of Liberty”. Most of the current Freedom Trail sites are outstanding historic landmarks that possess very strong associations with that theme, and are capable of creating a vivid picture of pre-Revolutionary Boston.

As we re-examine the Freedom Trail in the 1990s, the decade of multi-culturalism, it is clear that both the trail and the city have a much broader tale to tell. Boston is one of the oldest cities in the nation, and throughout its long history it has played a highly visible role in the unfolding drama of the nation. During the 17th and 18th centuries it was the most populous and prosperous city in the British colonies. It is not surprising that its independent citizen's took a leading role in the struggle for independence.

After the Revolution, Boston continued in its leadership role as the hub of the Industrial Revolution. The population surge from under 25,000 in 1800 to 136,881 in 1850, the filling of its coves and tidelands to expand the cramped Shawmut Peninsula, and the creation of handsome new residential and commercial districts are clear and tangible reflections of the pride, spirit, and prosperity unleashed by the Revolution.

Boston also continued to champion the ideals of equality, liberty, and opportunity that underlay the Revolution. Its citizens took an active role in all of the social reform movements of the 19th century: abolition, women's suffrage, temperance, and belief in the ultimate improveability of all mankind including the mentally and physically handicapped, and both juvenile and adult criminals. Boston was also a city of intellectuals who spawned the Transcendental movement, and pioneered in fields as diverse as literature and medicine.

While Bostonians often led the nation into the future, they were also among the first to recognize the value of the past, and to honor it through preservation of historic sites. Some of the nation's earliest preservation battles were waged in Boston, and some of the earliest preservation and antiquarian societies were formed as a result.

That aspect of Boston's past has left the modern city with an unusual wealth of historic resources. Linking the city's most cherished/hallowed landmarks into a way-finding device, the Freedom Trail was the first large-scale, organized effort to capitalize on that resource as a way to promote tourism in 1951.

In creating the Freedom Trail, Boston was wise and lucky enough to capitalize on its most outstanding historic sites, assets that fit the patriotic fervor, conservative social climate, and generally homogenous population of the 1950s.

Boston is equally well positioned to ride the new wave of popular interest in history; one that is based on a broader, more inclusive, and more personal view of history, and understanding of its “great events”. Its reputation as a city whose historical environment is one of unusual depth, diversity, and richness is well deserved, and offers an asset that cannot be matched by other cities. Its history is multi-dimensional, encompassing the period from the mid-17th century to the present. It is rich with events of international, national, regional, state, local, and neighborhood

significance. Even more unusual, Boston's history is present in the authentic physical form of buildings, districts, and landscapes, many within easy walking distance of each other.

The current Freedom Trail sites, like the city as a whole, possess a richly layered history, and are capable of telling a much broader story of Boston and its various themes of freedom. This already happens in an informal way, as Trail interpreters embroider on the basic theme with others of personal interest. This study represents an effort to systematically examine the trail and its environs to identify specific resources and themes that might enrich the basic theme.

Section 2 breaks the Trail into four sub-areas ---Downtown, North End, Charlestown, and Waterfront, and examines the existing and potential sites in each. It also looks at areas beyond Boston proper to identify possible secondary trails. Section 3 relates those existing and potential sites to eleven freedom-related themes, and identifies historic designations that apply to each. It also presents criteria to evaluate the significance and suitability of related sites as adjuncts to the Trail. Section 4 presents preliminary conclusions and recommendations.

## **2. FREEDOM TRAIL AND RELATED SITES**

### **2.1. HISTORY AND DEVELOPMENT OF THE SHAWMUT PENINSULA**

Present-day Boston bears little resemblance to the small, hilly Colonial city settled by English Puritans of the Massachusetts Bay Company in 1630. Over half of its area was created after the Revolution by wharfing out into the harbor, cutting down the original steep hills, and filling the surrounding coves and marshes. Some have compared this evolution to a cookie that spreads and flattens as it bakes.

The original landmass, known as the Shawmut Peninsula, was almost an island, connected to the Roxbury mainland on the southeast by a narrow neck now traversed by Washington Street. The Boston Common and Beacon Hill formed the western side, with tidal areas of the Charles River ebbing over what is now Back Bay. The Mill Pond cut deeply into the northern edge of the peninsula, covering the present North Station area. The Boston Harbor line on the east roughly followed the route of North Street to Dock Square and Water Street, where it bumped out at Fort Hill. The resulting inlet was called Town Cove. The current business district was known as the South End. Copp's Hill, the Trimountain (Beacon Hill, Mount Vernon, and Pemberton Hill), and Fort Hill were the primary topographic features. (see Blackstone Block overlay map)

The new settlement was christened Boston on September 17, 1630. The King's Chapel Burying Ground was laid out as the first cemetery in 1630, to be joined by the Copp's Hill and Granary Burying Grounds in 1660. The Boston Common was established as a common pasture and military training ground in 1634. Commercial activity centered on the Town Cove at Dock Square, now the Blackstone Block and Faneuil Hall areas. The Old State House (1712-1713), which combined a first floor Merchant's Walk with upper level space for local, provincial, and royal governments, made the intersection of Washington and State Streets another important locus by the early 18th century. The original North and South (now central business district) Ends developed primarily as residential neighborhoods. Early surviving houses include the Paul Revere House (ca. 1680; 19 North Square), the Pierce-Hichborn House (1710; 29 North Square) and the Ebenezer Clough House (1711; 21 Unity Street), the Ebenezer Hancock House (1767-1776; 10 Marshall Street) and the Thomas Crease House, now the Old Corner Bookstore (1711-1718; 281-283 Washington Street).

These survivors do not convey the density of development apparent on 18th century maps. In most cases buildings were tightly sited along narrow roads whose course reflected the hilly topography (Bonner Map 1722). Some of the larger and more elaborate houses like the Province House (1679; site at Washington and Milk Streets), and Hancock House (1737; site at Beacon and Joy Streets) were surrounded by spacious gardens; none survive. Most early buildings were small-scale (under three stories), multi-functional wood-frame structures that did not survive Boston's many fires and the pressure of redevelopment. Most survivors are important masonry buildings that produce a somewhat skewed vision of Colonial Boston.

The Revolution unleashed a great surge of activity that transformed the physical face of the city, along with its economy, political structure, and social/cultural life. Boston's experience magnified that of the entire New England region. Physical change was especially profound, as the Shawmut Peninsula was expanded by extensive land-fill operations. Creation of the entire Broad/India Street area in 1803, followed by the Quincy Market area in 1824 transformed the waterfront within the space of a few decades. New building of the period included grand new wharves with massive architect-designed warehouses which replaced the old collection of wharves and their small-scale buildings. This development supported the maritime ventures that had been the backbone of Boston's economy from the beginning. Their zenith occurred in the late 18th century, with prosperity continuing into the early-mid 19th century when its nationally renowned granite warehouses were constructed. At that time, the harbor was the city's chief link with the world and its chief generator of wealth.

The Freedom Trail and vicinity consists of four distinct sub-areas. The specific character of each area is summarized below.

## **2.2. DOWNTOWN PORTION OF THE FREEDOM TRAIL**

The Central Business District, including this portion of the Freedom Trail, was the subject of a detailed architectural/historical survey by the Boston Landmarks Commission in 1980 (updated 1990) that produced inventory forms on all historic buildings. The Completion Report summarizes the area's historical and architectural development; evaluates resource significance as highest, major, significant, notable, and minor; and makes recommendations for preservation.

The area traversed by this portion of the Freedom Trail has been Boston's economic center from the beginning. It has experienced extensive change over time, the result of fire and intense development pressure.

### **2.2.1. Current Freedom Trail Sites in the Downtown Area**

Boston Common (1634) Beacon, Park, Tremont, Boylston, Charles Streets:  
NHL 2/27/87; NR 7/12/72; LL 5/10/77

The Boston Common was established in 1634 as a cow pasture and training field. During the Revolution it served as a political rallying point and military exercise ground. It remains as one of the primary surviving features of Colonial Boston. In the 19th century it developed as an early public park framed by a handsome buildings. It includes many distinguished elements.

- *Shaw Memorial (1897); BHT*
- *Central Burying Ground (1756)*
- *Lafayette Mall (1733)*

Faneuil Hall (1740-61; 1806) 100-300 Faneuil Hall Marketplace; NHL/NR 10/15/66; LL 10/10/78; WHT

Faneuil Hall was donated to the city by successful merchant Peter Faneuil as a public market place, with space for town offices and meetings on the upper floors. It was located at Dock Square on Town Cove, the city's primary commercial district. It was constructed 1740-1742; largely rebuilt after a 1761 fire; and greatly enlarged in 1806 to the designs of Charles Bulfinch. It was dedicated to the "Cause of Liberty" by James Otis in 1763, and thereafter became the focal point of protest against British rule in the pre-Revolutionary period. It is often referred to as the "Cradle of Liberty". Throughout its history it has maintained strong associations with the ideals of equality, and freedom of speech, assembly, representation, and civil action. It is closely linked with the abolition, temperance, and women's rights movements.

Granary Burying Ground (1660) 83-115 Tremont Street; NR 5/1/74; WHT

The Granary Burying Ground was established in 1660 as Boston's third cemetery. It is named for the adjacent granary, which stood on the site of the Park Street Church through the Revolutionary War period. It is especially noted as the resting place of many important patriots including Paul Revere, John Hancock, Samuel Adams, Peter Faneuil, and James Otis. Crispus Attucks and the other Boston Massacre victims are buried here as well.

King's Chapel (1749-1754) 38 Tremont Street; NHL/NR 5/2/74; MHL 4/1/66

King's Chapel was established in 1688 by King James as the first Anglican parish in the Puritan community of Boston. Throughout the Colonial period it was the leading Anglican church in New England, and a primary symbol of British rule. The present building was constructed 1749-1754 to the designs of Peter Harrison, the foremost architect of the period. It is an excellent example of the Georgian style, and the first important Boston building constructed of cut stone. In 1785 it was reestablished as the first Unitarian Church in America

King's Chapel Burying Ground (1630) 34-36 Tremont Street; NR 5/2/74

This was Boston's first burying ground, established 1630. A portion was seized by Royal Governor Andros in 1688 as a site for the Anglican King's Chapel. It is the resting place of many prominent early Bostonians including Governor Winthrop, John Cotton, and William Dawes. Burials continued until 1796 despite gravediggers' complaints in 1739 that it was "so filled with dead bodies that they were obliged oft times to bury them four deep."

Massachusetts State House (1795-1798) Beacon Street; NHL/NR 10/15/66; MHL 4/1/66; The State House was constructed in 1795-98 to the designs of top architect Charles Bulfinch. It is a primary symbol of the post-Revolutionary period, and became the model for state houses constructed throughout the new nation. The original building was expanded in 1889-1895 with a rear wing designed by Brigham and Spofford. In 1914-1917 east and west wings designed by Chapman, Sturgis, and Andrews were added. The site includes:

- *John Hancock House site (1737) west lawn*  
House built for John's uncle Thomas, wealthiest citizen of his time; stone Georgian style mansion and landscaped grounds were major showplace. John lived here 1764 to death in 1793; demolished 1863 after failed preservation effort. site marked by bronze tablet.

- *Anne Hutchinson Statue (1922) west lawn; WHT*  
Commemorates woman banished for her religious beliefs which included the equality of men's and women's souls.
- *Mary Dyer Statue (1959) east lawn; WHT*  
Commemorates early Quaker women, banished then hanged for religious beliefs.

#### Massacre Site (3/5/1770) State Street

The first bloodshed leading to the Revolution occurred here, outside the Old State house on March 5, 1770.

#### Thomas Crease House/Old Corner Bookstore (1712-1718) 281-283 Washington Street: NR 4/11/73; MHL 6/9/70; WHT

The Old Corner Bookstore was constructed in 1712-1718 as the home and apothecary shop of Thomas Crease. It replaced an earlier house associated with Anne Hutchinson that was destroyed in 1711 by one of the many great fires that swept through Boston.

It is a rare surviving example of a Colonial period dwelling, in downtown Boston, with an unusual gambrel roof. It was established as the Old Corner Bookstore by Timothy Harrington Carter in 1829, and remained in book-related use until 1903. From 1833-1864 it was home to Ticknor & Fields, the nation's leading publishing house. It epitomizes Boston's role as the "Athens of America", and center of 19th century intellectualism. It is associated with such well-known literary figures as Emerson, Longfellow, Hawthorne, Harriet Beecher Stowe, and many others. Historic Boston, Inc. was founded by John Codman, Walter Muir Whitehill, and others in 1960 to save this building from urban renewal.

#### Old South Meetinghouse (1729) 308 Washington Street: NHL/NR 12/30/70; MHL 6/25/65; LL 1994; WHT

Old South Meeting House was constructed in 1729-1730 for Boston's third Congregational parish which had been formed to liberalize requirements for membership and to extend political franchise in an era when church and state were closely linked. It is one of the oldest and best examples of Colonial period meeting house architecture in the nation. It was the scene of many important political meetings and rallies in the pre-Revolutionary period, including the gathering for the Boston Tea Party. Throughout its history, it has maintained strong associations with the ideals of equality, freedom of speech, assembly, representation, and civil action. It was saved from demolition in the 1870s, becoming the nation's first successful historic preservation effort.

"Thus was the Old South Meetinghouse preserved as the first instance in an American city where the respect for the heritage of her city triumphed over considerations of profit, expediency, laziness, and vulgar convenience" (Walter Muir Whitehill)

#### Old State House (1712) 208 Washington Street: NHL/NR 10/15/66; LL 1994

The Old State House was constructed in 1712-1713 on the site of its wood-frame 17th century predecessor which was destroyed in the Great Fire of 1711. It contained a "merchants' exchange" on the ground floor, with offices for the royal, provincial, and local governments above. The broad expanse of State Street (then King) linked this important building to the newly constructed Long Wharf which accessed deep harbor waters for the first time. The government chambers were the scene of many key pre-Revolutionary patriots, events, and speeches. It is also

an excellent example of Georgian style institutional architecture, and represents an early and successful historic preservation/restoration effort.

Park Street Church (1809) 117-123 Tremont Street; NR 5/1/74

The Park Street Church was constructed in 1809 on the site of town granary. It is the only Boston building designed by English architect Peter Banner, and is considered an outstanding example of early Federal period church architecture. It was originally built for a Trinitarian congregation, established in protest to the rapidly spreading Unitarian movement. Throughout its history, it has maintained strong associations with important civic, educational, and social issues including establishment of the nation's first Sunday School (1817), its first prison aid society (1824), one of its first temperance societies (1826), and the site of William Lloyd Garrison's first anti-slavery speech (7/4/1829).

### **2.2.2. Related Freedom Trail Sites in the Downtown Area**

Adams, Samuel House Site; Winter Place (west corner of Winter Street)

Site of Samuel Adam's wood-frame dwelling house where he resided for over twenty years before his death in 1803, including terms as Governor 1794-1797.

Beacon Hill Historic District; NHL/NR 10/15/66; LHD 12/2/55

Beacon Hill is a vivid, visually pleasing, and clearly stated record of Boston's explosive growth in the first half of the 19th century, a period when the population soared from under 25,000 in 1800 to 136,881 in 1850. It illustrates the topographical changes that characterize that period as the "Trimountain" was cut down by the Mt. Vernon proprietors, formed in 1795 to create the city's first planned residential neighborhood. The concentration of wealthy and powerful citizens on the south side, with blacks on the northside illustrates Boston's growing social stratification. The nationally significant district incorporates many important individual sites, including several on the Black and Women's Heritage Trails:

- *Abiel Smith School (1834) 46 Joy Street*  
Succeeded African Meetinghouse as the school house for black children on Beacon Hill; on Black Heritage Trail
- *Adams, Charles Francis Sr. House (early 19th century) 57 Mt. Vernon Street* Home of John Quincy Adams' son, who was Civil War Ambassador to England.
- *African Meetinghouse (1806) 8 Smith Court*  
Oldest black congregation church in the nation; on Women's and Black Heritage Trails; individual NHL
- *Alcott, Louisa May House 20 Pinkney Street*  
Childhood home of well-known author (1832-1888); on Women's Heritage Trail
- *Charles Street Meetinghouse (1807) Charles/Mt. Vernon Streets*  
The Charles Street Meetinghouse is an excellent example of Federal style designed by noted architect, Asher Benjamin in 1807. It originally served Baptist congregation. In 1876 it was sold to First African Methodist Episcopal Church (A.M.E.), then the largest black congregation in Boston. The AME occupied the building until 1939 when it passed

to a Unitarian congregation. In 1982 it was adaptively reused for residential, commercial, and office space.

- *Heyden, Louis and Harriet House 66 Phillips Street*  
Underground Railroad station in pre-Civil War period; owned by former slave Heyden for over 40 years; Harriet Heyden bequeathed scholarship to Harvard Medical School for worthy colored students.
- *Howe, Samuel and Julia Ward House (ca. 1806) 13 Chestnut Street*  
Home of reformers; original meeting place of Transcendental Club, later Radical Club; later home of noted artist John Singer Sargent; probable Bulfinch design; on Women's Heritage Trail; individual NHL
- *Louisburg Square (early 19th century)*  
Key component of English-derived urban design of Beacon Hill; prominent residents of framing buildings included Louisa May Alcott, Jenny Lind, and William Dean Howells.
- *Middleton House, George (1797) 5-7 Pinkney Street*  
Oldest extant house built by African Americans on Beacon Hill; on Black Heritage Trail
- *Nichols, Rose House 55 Mt. Vernon Street*  
Home of landscape architect Rose Nichols (1872-1964); Women's Heritage Trail
- *Otis, Harrison Gray House #2 (1800) 85 Mt. Vernon Street*  
Home of noted Bostonian; Bulfinch design; with houses #1 and #3, illustrates changing social and development patterns immediately after the Revolution.
- *Otis, Harrison Gray House #3 (1807) 45 Beacon Street*  
Home of noted Bostonian; Bulfinch design; with houses #1 and #3, illustrates changing social and development patterns immediately after the Revolution.
- *Parkman, Francis House (1824) 50 Chestnut Street*  
Home of noted historian
- *Sumner, Charles House 20 Hancock Street*  
Home of radical abolitionist; individual NHL
- *Women's City Club (1818) 40 Beacon Street*  
Service club for women founded by Helen Osborne Storrow in 1914; constructed as Nathan Appleton House; important example of Federal period architecture designed by Alexander Parris; on Women's Heritage Trail; NHL

#### Blackstone Block Historic District; NRHD 4/26/73; LL 6/15/83

While Beacon Hill is the city's largest and best preserved example of 19th century civic growth and planning, the Blackstone Block is the best and only example of a Colonial period streetscape. The survival of the narrow, irregular street pattern, accompanied by two Colonial period buildings is remarkable. It incorporates many important individual sites in addition to its 17th century street network.

"The Blackstone Block street pattern is a unique Boston resource: an island in time surrounded by the modern city, which allows us to look

back 350 years to see the physical pattern of Boston as it began, and as it was built up before the 20th century.” (BLC: 17)

- *Boston Stone (1737)*  
Granite block and spherical stone used to grind paint by Thomas Child.
- *Ebenezer Hancock House (ca. 1767-1776) 10 Marshall Street*  
Rare surviving example of a mid-18th century vernacular dwelling; last extant Boston building associated with John Hancock; home of his brother Ebenezer, deputy-paymaster of Continental Army.
- *Green Dragon Tavern Site (1680-1820s) 81 Union Street*  
Revolution headquarters where patriots met to strategize; starting point from which Paul Revere and his night patrols kept watch on British movements; replica of sign located on second story of building now on site.
- *Union Oyster House (ca. 1714) 41 Union Street*  
Massachusetts Spy published there 1771-1775 by Isaiah Thomas; oldest continuously operated restaurant in nation (Union Oyster House since 1826); Daniel Webster was regular patron.

Boston Athenaeum (1846-1851) 10 and 1/2 Beacon St; NHL/NR 10/15/66

The Athenaeum is a bastion of 19th century Boston’s nationally-renowned cultural and intellectual life. Throughout its history it has been associated with the most eminent men of city’s social, literary, and mercantile circles. It is also an excellent and early example of the Renaissance Revival style. Its collection includes much of George Washington’s personal library. It was one of the first proprietary libraries in the nation, and Boston’s first art museum.

Bulfinch Triangle HD (late 19th century) Causeway, Canal, Merrimack Streets; NR 2/27/86

Built on fill over old Mill Pond, this area was planned by Charles Bulfinch.

Commercial Palace HD (late 19th century) Franklin, Arch, summer Streets; NRDOE 9/5/85

Encompasses large group of late 19th century, post 1872 fire commercial buildings.

Customs House (1847/1915) State Street; NR 5/11/73; LL 9/2/86

Early, well-designed, monumental example of the Greek Revival style designed by Ammi B. Young, capped by a Peabody & Stearns tower that was long Boston’s tallest; primary example of Boston’s post-War prosperity; early example of a federal building, underscoring Boston’s national prominence in maritime affairs. An earlier Royal Customs House (home of American Board of Customs Commissioners created by Townshend Acts 1767) was located at Congress and State Streets; baiting of sentry there precipitated Boston Massacre of 3/5/1770.



Franklin Printing Press Site: Court and Franklin Streets

Benjamin Franklin learned the printing trade from his brother here; Site marked by tablet on Franklin Street side of 17 Court Street.

Liberty Tree Block (1850) Washington and Essex Streets; NRHD 12/9/80; LL 4/9/85

Large, early commercial building by David Sears, one of the city's most prominent citizens (Beacon Hill house; 42 Beacon Street). The wood carved block on its facade commemorates the site of the Liberty Tree where many patriotic rallies took place.

Locke-Ober Restaurant (ca. 1832) 3 Winter Place; NR 7/24/86

Rare, surviving Greek Revival style former residence in Boston's central business district; elaborate 1886 Victorian barroom interior. It illustrates the early role of the old South End as a residential neighborhood.

Newspaper Row (late 19th century) Washington and Milk Streets; NR 7/7/83; WHT

Important ensemble of four architecturally distinguished, post-Fire of 1872 commercial blocks that were once the city's newspaper publishing center. It includes the building (1874; 17 Milk Street) that replaced the Franklin Birthplace.

Old City Hall (1862-1865) 45 School Street; NHL/NR 12/30/70

First major example of the French Second Empire style in the nation, inspiring many later buildings; designed by Gridley J. F. Bryant and Arthur Gilman; center of Boston government for over 100 years; statues of Benjamin Franklin and Josiah Quincy; early successful example of adaptive reuse for offices by Architectural Heritage, Inc..

Old West Church (1805-1806) 131 Cambridge Street; NHL/NR 12/30/70

Original 1737 church was a center for Revolutionary dissent; current building is a trend-setting example of the Federal style designed by Asher Benjamin; first Boston church to offer open seating for blacks (usually confined to balcony); congregation helped construct the African Meetinghouse; stop on Underground Railroad; original congregation departed 1892 reflecting changing social/immigrant make-up of Old West End; rare survivor of urban renewal; city branch library 1894-1960.

Oliver, Andrew Stamp Office Site northeast corner Liberty Square

Focus of 1765 Stamp Act riots; building destroyed by mob and pieces thrown in the harbor.

Otis, Harrison Gray (first house; 1795-1796) 141 Cambridge Street; NHL/NR 3/1/71; MHL 6/25/65

High Style Federal period brick mansion designed by Charles Bulfinch; remnant of Old West End; saved from immigrant/tenement use by Sumner Appleton and the Society for the Preservation of New England Antiquities; restored as headquarters 1916-1922.

Peabody, Elizabeth Book Shop 13-15 West Street; WHT

Margaret Fuller's (1810-1858) "Conversations" took place here; helped to crystallize the New England Transcendental movement; Peabody (1804-1894) also introduced kindergartens to Boston. It is an example of the early residential character of the old South End.

Province House Site and Steps (1685) Washington, Province, Tremont Streets

Important Jacobean style mansion constructed in 1679 by Peter Sargent, prosperous merchant and member of the Governor's Council; illustrates rapid growth of Boston and amassing of wealth; official home of Massachusetts Colony's royal governors after 1716 when it was redesigned in the Georgian style; Gen. Gage planned march on Lexington and Concord here; destroyed by fire 1864; weather vane at MHS; house faced Washington Street from site near head of Milk Street; steps led to formal gardens; site marked by bronze tablet.

Quincy Markets (1824-1826) NHL/NR 11/13/66

Two years after Boston became a city, Mayor Josiah Quincy wharfed out over the old Town Cove to create a monumental new marketplace; seminal examples of the Greek Revival style executed in granite by Alexander Parris; early successful example of adaptive reuse by Architectural Heritage, Inc. and Rouse Company in 1960.

Revere, Paul's Goldsmith Shop Site 175 Washington Street

Site marked by bas-relief tablet

St. Joseph's Church (1824) 68 Cardinal O'Connor Way

Only Catholic Church to survive Old West End urban renewal; originally built 1823-1824 for 12th Congregational Society; designed by Alexander Parris; 1862 sale to Catholic parish reflects changing ethnic and social character of the West End.

St. Pauls Church (1819) 136 Tremont Street

An outstanding early example of the Greek Revival style by Alexander Parris

St. Stephens Church (1804) 401 Hanover Street

An excellent example of Federal period architecture and the only surviving Boston church designed by Charles Bulfinch

Sears Crescent (1816/1860) 65 Cornhill Street; NR 8/9/86

Well-designed early-19th century commercial building with unusual curved shape and prominent location; includes oldest trabeated granite storefront in the city. Cornhill Street was once devoted to bookstores; this the only building that remains.

### **2.2.3. Downtown Sources**

Boston Landmarks Commission. *Central Business District Preservation Study*. 9/1980.

Boston Landmarks Commission. *Blackstone Block Street Network*. Landmark Report. 1983.

Boston National Historic Sites Commission. *Final Report to the U.S. Congress*. 1960. (neighborhood history and site identification pp. 107-334)  
Works Progress Administration. *The WPA Guide to Massachusetts*. 1938. Random House. reprint 1983. (suggested walking tours pp. 149-154; 154-159; 161-163)

### **2.3. NORTH END PORTION OF THE FREEDOM TRAIL**

The North End originated as a hilly fist of land that jutted northward from the Shawmut Peninsula where it defined the mouth of the Charles River. It was connected by a narrow bridge now known as/occupied by the Blackstone Block. Copp's Hill was its primary topographic feature.

#### **2.3.1. Existing Freedom Trail Sites in the North End Area**

##### Copp's Hill Burying Ground (1660) Hull Street; NR 4/18/74

Established 1660 as the city's third burying ground; during the Revolution, the British shelled Bunker Hill from Copp's Hill; British soldiers used gravestones for target practice; honors over 1,000 Colonial Afro-Americans who lived in the "New Guinea" community of what is now the North End; Prince Hall, early anti-slavery activist, Revolutionary War soldier, and founder of the Negro Freemasonry Order buried here.

##### Old North/Christ Church (1723) 193 Salem Street; NHL/NR 10/15/66; MHL 4/1/66; LL 1994

Old North, or Christ Church opened 12/29/1723 as Boston's second Anglican, Church of England congregation. Nevertheless, most parishioners were merchants, disposed toward the free-trade goals of the Revolution. Designed by gentleman-architect William Price, and based on a Christopher Wren Georgian design, it is the oldest remaining church in Boston, and is unusually well preserved. It is best known for the signal lights hung in the 191' steeple on the night of 4/18/1775 to warn of impending British attack on Lexington and Concord. General Thomas Gage watched the shelling and burning of Charlestown from this location during the Battle of Bunker Hill. In the 20th century, the church has provided services for the predominant Italian-American North End population.

##### Paul Revere House (ca. 1680) 19 North Square; NHL/NR 10/15/66; WHT

The Paul Revere House was constructed ca. 1680, after a major fire devastated North Square in 1676. It was the home of patriot Paul Revere from ca. 1770-1800. In 1907-1908 it was returned to its original (conjectural) 17th century appearance by noted restoration architect Joseph Everett Chandler. It remains as the only surviving 17th century wood-frame building in central Boston.

#### **2.3.2. Related Freedom Trail Sites in the North End Area**

##### North Bennet Street School (1874) 37-39 North Bennet Street; WHT

America's first trade/industrial school founded by Pauline Agassiz Shaw (1841-1917) in 1881 to train newly-arrived Italian and Jewish immigrants in skilled trades. Shaw also introduced kindergartens to the Boston Public Schools and supported the women's suffrage movement.

Lillian Frank Hecht (1848-1920) established the Hebrew Industrial School for Women in 1890 when the North End population was nearly one-third Jewish.

North End Union (1892) 20 Parmenter Street; WHT

The Union was established in 1892 to help newly arrived Irish, Italian, and Jewish families, and still serves as an important community center.

North Square Area

North Square developed in the early-18th century on the site of Bennet's Pasture. It was originally called Clark Square in honor of William Clark

- *Clark-Frankland House Site (1713) Garden Court/Prince Street*  
Site of William Clark House; he was a prosperous merchant and member of the Mass. Bay Provincial Council; his wharf is now contained within Lewis Wharf; this was an important early Georgian style brick mansion of 26 rooms, demolished in 1833 for street widening along with the adjacent Foster-Hutchinson House.
- *Clough, Ebenezer House (1711) 21 Unity Street; NR/DOE 5/4/1990*  
Early surviving house constructed in 1711 by Clough, an outstanding brick mason of the period who also worked on Old North Church. Its original gambrel roof was replaced in the late 19th century by a full third story in response to the swelling immigrant population of the North End.
- *Foster-Hutchinson House Site (ca. 1688) Garden Court*  
Site of mansion constructed by Colonel John Foster, merchant and member of the Governor's Council; home of Gov. Thomas Hutchinson during Revolution; his enforcement of Stamp Act prompted violence against him; large three story brick house was first example of the Georgian style in Boston; demolished 1833 for street widening; commemorated by brass plaque on present tenement structures on site.
- *Kennedy, Rose Fitzgerald Birthplace; 4 Garden Court; WHT*  
Birthplace and early home of the matriarch of America's most prominent Irish Catholic political family; daughter of John Fitzgerald, who became the first Boston-born Irish Catholic mayor in 1905.
- *Mariner's House (1847) 11 North Square; WHT*  
Constructed by the Boston Port/Seaman's Aid Society as a home for seafaring men when North Square was still the heart of the city's maritime district. The Society, established in 1833, also helped seamen's wives support themselves as seamstresses, developed industrial school for their daughters, ran day nursery.
- *Pierce-Hichborn House (1710) 29 North Square*  
This important early-18th century, three-story brick dwelling is the first example of a hip roof in Boston. It was constructed by Moses Pierce, a glazier, and offers a contrast to the wood-frame Paul Revere House which stands next door. Brick superseded wood as a construction material early in Boston's history in response to the conflagrations that regularly swept the city. (nine serious fires 1653-1711) At the time of the Revolution, the house was owned by Revere's cousin Nathaniel Hichborn, a shipwright and boat builder.

It served as a tenement in the late 19th to early 20th centuries, was purchased by SPNEA and the Moses Pierce-Williams House Association in the 1940s, and restored in 1951.

- *Copp's Hill Terrace*

St. Leonard's Church (1873) North Bennet and Prince Streets; WHT  
First Roman Catholic Church founded by Italian immigrants.

St. Stephen's Church (1804) 401 Hanover Street; NR 4/14/75; WHT  
Excellent example of a Federal period church, and the only remaining Boston church designed by premier architect Charles Bulfinch. Reflecting the changing social composition of the North End, it was sold to a Catholic congregation in 1862; John Fitzgerald and Rose Fitzgerald Kennedy were both christened there.

### **2.3.3. North End Sources**

Boston Landmarks Commission. *North End Survey Project Completion Report*. 1990.

Boston National Historic Sites Commission. *Final Report to the U.S. Congress*. 1960.  
(neighborhood history and site identification pp. 105-344)

Works Progress Administration. *The WPA Guide to Massachusetts*. 1938. Random House.  
reprint 1983. (suggested motor tour pp. 154-159)

## **2.4. CHARLESTOWN PORTION OF THE FREEDOM TRAIL**

The Massachusetts Bay Company settled in Charlestown in 1629, but moved to Boston in the fall of 1630 in search of a reliable water supply. Charlestown occupies a peninsula at the confluence of the Mystic (north) and Charles (south) Rivers. Unlike Boston, Charlestown was laid out on a grid plan, with a semicircle around Town Hill, devised by engineer Thomas Graves in 1629. City Square was the original civic focus while commercial activity was concentrated at Town Dock Cove (Henley-Wapping Streets). Charlestown remained a rather small settlement throughout the 18th century, with a population of 2,000 to 3,000. During the Battle of Bunker Hill on June 17, 1775, most of Charlestown was destroyed by British bombardment from Copp's Hill. Extensive landfill operations altered the southwest side of the peninsula in 1875-1885.

Charlestown and Boston were connected only by ferry throughout the Colonial period. Thomas Marshall, who resided in the Blackstone Block was elected ferryman in 1635. The first bridge was a 1503' structure that opened on June 17, 1786. Other bridges followed in rapid succession, spurring redevelopment of Charlestown.

### **2.4.1. Existing Freedom Trail Sites in the Charlestown Area**

Bunker Hill Monument (1825-1842); NHL/NR 10/15/66; MHL 4/1/66

The Bunker Hill Monument commemorates the first full-scale action of the American Revolution, as colonists launched a pre-emptive strike against the British occupation of Boston on June 17, 1775. Colonial forces were eventually forced to retreat when their ammunition ran

out, but the British lost over 1,000 soldiers, half of their attacking force. The 220' granite obelisk was designed by noted architect Solomon Willard, and erected in 1825-1842 by the Bunker Hill Monument Association (founded 1823). It is the earliest example of "memorialization" in the nation, inspiring later efforts like the Washington Monument. The cornerstone was laid June 17, 1825 by Lafayette, and dedicated in 1843. Daniel Webster spoke at both ceremonies. The nation's first commercial railroad opened in Quincy to supply granite for the project.

#### USS Constitution (1795); NHL/NR 10/15/66

Built in the North End in 1795, the U.S.S. Constitution is best known for its role in the War of 1812 when it was the flagship of the First Naval Fleet. It was popularized by an Oliver Wendall Holmes poem designed to rally support to preserve the vessel.

### **2.4.2. Related Freedom Trail Sites in the Charlestown Area**

#### Austin, Francis House (ca. 1860s) 58 High Street; NR 10/21/88

Well-designed example of the Second Empire style associated with a prominent family. (1990 BLC Survey: 55)

#### Charlestown Navy Yard; NHL/NR 11/15/66

The Boston Naval Shipyard was established at Moulton's Point in 1800, taking advantage of the sheltered deep waters of Boston Harbor. It includes an extensive collection of early to mid 19th century brick and granite maritime-related buildings. (1990 BLC Survey: 46)

- *Chain Forge and Foundry/Building 105 (1904)*  
Die-lock chain, invented by two shipyard employees in 1926, was made in this building; it allowed warships to be anchored further out to sea, providing a tactical advantage to an ocean-going fleet.
- *Ropewalk (1834) Chelsea Street*  
Designed by Alexander Parris; only remaining granite ropewalk in the nation.
- *U.S.S. Casson Young*  
Destroyer class warship constructed at the Navy Yard during World War II

#### City Square/Great House site

The "Great House" was erected ca. 1629-1630 in City Square, focus of the early Charlestown settlement. As the first governmental building of the Massachusetts Bay Colony, it contained a variety of functions. It housed the first church services; Governor Winthrop stayed there during his brief stop in Charlestown in the summer of 1630; and the Court of Assistants of the Massachusetts Bay Company assembled here for their first important meeting in the new world. This meeting is seen as the first act of independent political assembly in the colonies. After 1638, the Great House served as the Three Cranes Tavern, and is thought to have survived until the British bombardment of 1775. The site was documented as part of an archaeological survey for the Central Artery replacement project. (1990 BLC Survey: 53)

### Charlestown/North Washington Street Bridge (1899)

Double-deck structure designed to carry automobile traffic and the elevated transit line. The water portion is one of two multiple-barreled swing bridges in the state (Northern Avenue is the other). The land portion consists of six arched spans faced with rough granite block; considered eligible for NRHP listing. (1990 BLC Survey: 57)

### Cordis Street Area

Fine collection of 19th century houses. (1990 BLC Survey: 48)

- *Hyde-Lincoln House (1801) 32 Cordis St. HABS MA-299*  
A typical example of a three-story wood-frame Charlestown house from the early Federal period.
- *Andrews-Getchell House (ca. 1820) 21 Cordis Ave. HABS MA-191*  
Brick, three-story house with hip roof
- *House (ca. 1830s) 33 Cordis Street*  
Monumental, column-fronted example of the Greek Revival style.

### Devens, Colonel Charles Birthplace (1815) 30 Union St. HABS MA-346

Three story, wood frame house with brick end walls; Devens served as Attorney General in the Rutherford B. Hayes administration. (1990 BLC Survey: 51)

### Everett, Edward House (1812) 16 Harvard St. HABS MA-347

Three story, brick Federal period house with later Ionic porch. Everett led the popular campaign to memorialize John Harvard's grave site in the Phipps Street Burying Ground with a granite shaft in 1828.

### House (ca. 1805) 57 Bartlett Street

Substantial three-story brick and wood-frame Federal period dwelling prominently sited on Salem Hill. (1990 BLC Survey: 55)

### Houses (ca. 1836) 2, 3, 4 Dexter Row

Remnant of important row of brick Greek Revival style townhouses; one of earliest urban rows in the city. (1990 BLC Survey: 55)

### Monument Square Area; NR 1987/1990

Monument Square was subdivided into house lots in 1839, and slowly developed as a fashionable residential neighborhood in the ensuing decades. The earliest houses of 1846-1862 were large brick structures concentrated on the east side. Development of the north side was complete by the late 1880s, while the west side languished and was eventually developed with smaller scale houses. The original intention of the Bunker Hill Monument Association was to preserve the entire battlefield as open space, but the expense of the monument itself forced the sale of building lots to finance its completion. (1990 BLC Survey: 47)

### Monument Avenue

Very early example of city planning; laid out 1854-55 as an ornamental boulevard linking the community with the Bunker Hill Monument. Developed with many fine mid 19th century houses, several erected by local builder John B. Wilson. The ca. 1871 house at 60 Monument Ave. is Charlestown's finest example of a masonry townhouse designed in a combined Romanesque/Georgian Revival style. (1990 BLC Survey: 49)

### Phipps Street Burying Ground (1638) Phipps Street

This is the oldest burial place in Charlestown, and one of the oldest in the city. It is also the primary feature that remains from the Colonial period settlement. John Harvard, founder of Harvard College is buried here.

### Town Hill Area: NR 5/11/73

Rising above City Square, Town Hill was one of the first parts of Charlestown to be developed. John Harvard's house of 1637 stood there. A palisade fort was constructed on the top of the hill immediately following settlement in 1629. The district retains portions of its 17th century street pattern, and is developed with a fine collection of masonry and wood-frame 19th century residential buildings. (1990 BLC Survey: 46)

- *Austin Block (1822) 90-92 Main Street; LL 1/13/81*  
Early unusual commercial building constructed of split stone from Outer Brewster Island; associated with the Bunker Hill Aurora, an early newspaper, and the Austin family.
- *Warren Tavern (ca. 1780)*

### Training Field, Winthrop Square

Located immediately southeast of Monument Square, the "training-field" was the Colonial period's common grazing area and militia drill field. In the late 19th century, the field was recreated as an ornamental park with a Civil War monument by Martin Millmore. In the late 19th century, memorial tablets inscribed with the names of soldiers who were killed in the Battle of Bunker Hill were placed here. The field is surrounded by a fine collection of 19th century residences. The 1960 report of the Boston National Historic Sites Commission suggested creation of a short mall to link Monument and Winthrop Squares. A 1940s plan by the MDC sought to open a 300' vista from Monument Square to Chelsea and Henley Streets, a vision destroyed by the central artery. (1990 BLC Survey: 47)

### **2.4.3. Charlestown Sources**

Gordon, Edward. *Charlestown Survey Project Completion Report*. Boston Landmarks Commission. 1987/rev. 1990

Boston National Historic Sites Commission. *Final Report to the U.S. Congress*. 1960. (neighborhood history and site identification pp. 345-370)

Works Progress Administration. *The WPA Guide to Massachusetts*. 1938. Random House. reprint 1983. (suggested motor tour pp. 173-174)



## 2.5. WATERFRONT AREA

Boston Harbor and its wharves have developed as an area of constant change and expansion, from the time of the city's 17th century settlement period to the present. Historically it was a densely developed maritime working area that extended the political and financial heart of the city along the corridor of State Street to Long Wharf, and then to the north and south. Its zenith occurred in the late 18th century, with prosperity continuing into the early-mid 19th century when its nationally renowned granite warehouses were constructed. At that time, the harbor was the city's chief link with the world and its chief generator of wealth.

The Revolution unleashed a great surge of activity that transformed the physical face of the city as the Shawmut Peninsula was expanded by extensive land-fill operations. Developments like Broad/India Street in 1803, Quincy Market in 1824, and Fulton/Commercial Street in 1828-1830 transformed the waterfront within the space of a few decades. New building of the period included grand new wharves with massive, granite, architect-designed warehouses which replaced the old collection of wharves and their small-scale buildings.

### 2.5.1. Existing Freedom Trail Sites in the Waterfront Area

The existing Freedom Trail makes very little contact with Boston's waterfront, reflecting the fact that post-Revolution land fill activities have pushed the harbor line far from its original location.

### 2.5.2. Related Freedom Trail Sites in the Waterfront Area

Broad Street HD (1805-1807) Broad, Milk and India Streets; NR 5/11/73; LL 11/1/83

Rare surviving Federal period commercial warehouse blocks designed by Charles Bulfinch; remnants of the Broad Street Association Project, one of the earliest efforts to extend the shoreline; associated with Boston's leading merchants during the early years of independence.

Central Wharf Warehouse Building (1816) 146-176 Milk Street; NR

Unique, early wharf building designed by Charles Bulfinch; only surviving part of his plan to renovate the waterfront as part of Boston's transformation in the post-Revolutionary period.

Commercial Wharf and Warehouse (1834)

The Commercial Wharf and Warehouse are major granite structures constructed during Boston's maritime heyday; the building was designed by Isaiah Rogers.

Fulton-Commercial Street District (early-mid 19th century); NR 3/21/73

This district of 149 buildings developed on filled land as part of the land speculation prompted by the successful Quincy market project of 1824-26; deed restrictions produced the cohesive group of brick and granite buildings that remain today.

- *Mercantile Wharf Warehouse*  
Major granite warehouse building
- *Commercial Block*  
Major granite warehouse building

- *McLauthlin Elevator Building 120 Fulton Street*  
Boston's earliest, best example of a mid 19th century cast iron front building.

#### Griffin's Wharf

Site of 12/16/1773 Boston Tea Party; now under Central Artery and later office buildings; possibility of marker/interpretation after Artery is dismantled??

#### Lewis Wharf and Warehouse (1836-1838)

The Lewis Wharf/Warehouse are major granite structures of Boston's maritime heyday; the wharf incorporates the 18th century Hancock's and Snow's Wharfs.

#### Long Wharf (1710/1740) NHL/NR 11/13/1966

Capt. Oliver Noyes constructed the 800' Long Wharf at the foot of State Street in 1711 to provide direct access to deep harbor waters for the first time. It extended to the Barricado (now Atlantic Avenue), a 17th century fortification of the harbor. In 1740 it was extended an additional half mile. This center of commercial activity was crowded with warehouses in the 18th and 19th century. It was the landing and embarkation point for British activities during the Siege of Boston.

- *Customs House Block (1845-1848)*
- *Gardner Building (ca. 1790)*

#### Russia Wharf (1897) 340-518 Atlantic Avenue; NR 12/2/80

Excellent examples of type designed by Peabody & Stearns; Rand, Taylor, Kendall and Stevens; two buildings associated with publishing trade.

#### State Street Block (1858) McKinley Square; NR

This is one of the few surviving granite warehouses that characterized the Boston waterfront during its golden age of shipping and maritime trade.

#### Union Wharf and Warehouse (1845) NR 6/22/1980

Union Wharf was constructed in 1845 by John Gardner, an India Wharf merchant. Gardner greatly expanded the wharf and constructed the massive granite warehouse that is characteristic of mid 19th century Boston.

### **2.5.3. Waterfront Sources**

Morison, Samuel Elliot. *The Maritime History of Massachusetts 1783-1860*. Boston: Northeastern University Press, 1979 reprint. (1921 original).

Works Progress Administration. *The WPA Guide to Massachusetts*. 1938. Random House. reprint 1983. (suggested walking tours pp. 160-161)

## **2.6. RELATED SITES OUTSIDE BOSTON PROPER**

There are many historic sites in outlying sections of Boston and in the Greater Boston area that are linked to the broad theme of freedom, and have the potential to add depth and interest to the story of the Freedom Trail.

The following text is organized into geographic areas that might form secondary Freedom-related Trails. Within each area, sites are listed alphabetically by property name. Address, construction date, and historic designations are provided for each along with a brief summary and evaluation of significance.

### **2.6.1. Dorchester/Roxbury/South Boston**

#### ***South Boston***

At the time of the Revolution, present-day South Boston was a lightly settled peninsula of sharply rising peaks that trailed outward from Dorchester into Boston Harbor. Known as Dorchester Heights during the Siege of Boston, this vantage point to the south and Bunker Hill to the north became primary strategic assets that Colonial troops sought to control. In the 19th and early-20th centuries, the South Boston land mass was expanded through filling operations, and it was densely developed as a streetcar suburb. It was annexed to Boston in 1869 along with the rest of Dorchester.

#### Dorchester Heights National Historic Site (1902) Thomas Park: NHS/NHL/NR 1966

This site commemorates the fortification erected by General Washington on March 4, 1776 that forced General Howe to evacuate his 11,000 British troops from Boston on March 17, 1776, thus ending the Siege of Boston. It is seen as the first major colonial victory, inspiring hope and confidence in the cause of freedom. The 80' monument, which was designed in 1902 by noted firm of Peabody & Stearns, is a major example of the Georgian Revival style which reflected reverence for the Colonial Period. Thomas Park, surrounding the monument, was the first land set aside by city for public use.

Dorchester Heights makes a very important contribution to the underrepresented theme of Military History, a strong contribution to the Historic Preservation theme, and a moderate contribution to the theme of Colonial Boston.

#### Fort Independence (1801) Castle Island: NR 1970; HABS MA-570

This site was named Castle Island by Governor Winthrop who believed that its contours resembled those of a castle. The current fort was constructed of granite block in 1801, and used through 1880. Edgar Allen Poe served here briefly in 1827.

Fort Independence post-dates the Revolution, but has a clear and strong relationship to the theme of Military History.

#### *South Boston Sources*

Boston National Historic Sites Commission. *Final Report to the U.S. Congress*. 1960. (pp. 393-399)

Works Progress Administration. *The WPA Guide to Massachusetts*. 1938. Random House. reprint 1983. (suggested motor tour pp. 167-173)

## ***Dorchester***

Dorchester was settled in the 1630s, and annexed to Boston in 1869. From 1630-ca. 1840 it was a lightly settled agricultural area. By the late-19th century it had become a densely developed streetcar suburb with several thriving commercial centers and pockets of industry. Several 17th, 18th, and 19th century sites remain.

### **Route of Colonial troops as they took Dorchester Heights (1960 Report: 373-374)**

Moved from Roxbury over Dudley Street and along Humphreys and East Cottage Streets into the present Edward Everett Square. Here they were joined by teamsters who had assembled at Eaton's Tavern (demolished) at Eaton Square, just west of Meeting House Hill; they moved over Hancock Street and Columbia Road into Edward Everett Square. Eaton Square, and Meeting House Hill, separated by Dorchester Common comprised the center of 18th century Dorchester.

### **Blake, James House (ca. 1648) 735 Columbia Road at Richardson Park and Edward Everett Square: NR 1974; LL 1987; HABS MA-560**

This wood-frame house was constructed ca. 1648 by William Blake. It is operated by the Dorchester Historical Society as a museum; it has been restored and moved from its original site on the opposite side of the square. The Dorchester Milestone remains near the doorstep.

The James Blake House makes a strong contribution to the themes of Colonial Boston and Architecture/Historic Preservation.

### **Clapp, Roger House (1765) 199 Boston Street: NR 1974; HABS MA-190**

This wood-frame gambrel-roof house is believed to incorporate the 1635 Captain Roger Clapp House, but the current structure dates primarily to the 1765 ownership of Captain Lemuel Clapp. Some of Capt. Clapp's troops were quartered here in early years of Revolution. The simplicity of its design offers a contrast to the more stylish masonry houses of the period that survive in Boston proper. It was purchased by the Dorchester Historical Society in 1946, and moved from Willow Court in 1957.

The Roger Clapp House makes a strong contribution to the themes of Colonial Boston and Architecture/Historic Preservation. It also relates to the Military History theme.

### **Clapp, William House (1806) 195 Boston St.: NR 1974; HABS MA-447**

This wood-frame house with brick end walls was constructed in 1806. Like the neighboring Roger Clapp House, it is owned by the Dorchester Historical Society

The William Clapp House contributes to the theme of Architecture/Historic Preservation.

### **Dorchester North Burying Ground, Stoughton Street/Columbia Road: NR 1974/LL 1983**

This 17th century burying ground was established on the southern edge of the agrarian community in what is now Upham's Corner. It contains the graves of William Stoughton, Lt. Gov. of the Province 1694-99 and benefactor of Harvard's Stoughton Hall, members of the locally prominent Mather, Clapp, Blake, and Pierce families, and forty unknown soldiers who died in Siege of Boston.

It contributes to the themes of Colonial Boston and Military History.

### Dorchester/Milton Lower Mills Industrial District, Pierce Square: NR 1980

This was an important early industrial area that developed on the rapids of the Neponset River. Specific sites included Stoughton's Grist Mill, one of earliest documented grist mills in colonies (1634), and the first documented gun powder mill in colonies (1674). Today the area is developed with several important late-19th century mills.

The Dorchester/Milton Lower Mills Industrial District contributes to the theme of Colonial Boston and adds an industrial component to the theme of Economic History.

### Pierce, Robert House (ca. 1640) 24 Oakton Street, Neponset; NR 1974; HABS MA-562

The core of this wood-frame house was built ca. 1640 by Robert Pierce. Pierce died in 1664 while his wife Ann survived until the end of the century, passing away in 1695 at age 104. It remains as the best preserved of Dorchester's 17th century houses, and the only one to remain on its original site.

The Robert Pierce House makes a strong contribution to the themes of Colonial Boston and Architectural History/Historic Preservation.

### Dorchester Sources

Boston Landmarks Commission. *Dorchester Survey Project Completion Report*. 1977.

Boston National Historic Sites Comm. *Final Report to the U.S. Congress*. 1960. (371-374)

Works Progress Administration. *The WPA Guide to Massachusetts*. 1938. Random House. reprint 1983. (suggested motor tour 167-173)

### ***Roxbury***

The Shawmut Peninsula was connected to the mainland at Roxbury, making it an important crossroads from the beginning. It was settled in 1630, incorporated as a city in 1848, and annexed to Boston in 1868. From 1630-ca. 1840 it was a lightly settled agricultural area with some large country estates located in the highland area. By the late-19th century it had become densely developed, a change related to the introduction of streetcar service to downtown Boston in the late-1880s.

### John Eliot Square Historic District: NHL/NR 1966; LL 1982; HABS MA-557/558

This district developed at the intersection of three key roads. These were Washington Street (then Roxbury Street) which was the only land access to the Shawmut Peninsula and Boston proper, Roxbury Street leading north west to settlements like Cambridge, and Centre Street leading south to Dedham. The square was named for the Reverend John Eliot, noted apostle to Indians, and one of the foremost figures in the entire history of missionary enterprises. Eliot was preacher to the First Religious Society in Roxbury from 1632 until his death in 1690.

The common that forms the centerpiece of John Eliot Square served as the training field for the Roxbury militia. Thomas Dawes passed through the square on his April 18, 1775 ride to warn Lexington and Concord that the British were on the march. During the 1775-1776 Siege of Boston, the first defensive work constructed by patriot forces was a redoubt thrown up across Washington Street (then Roxbury Street, and Eastis Street (then Dorchester Street) and called Burying Ground Redoubt.

The John Eliot Square Historic District includes the individually distinguished First Parish Church, Burying Ground, and the Dillaway-Thomas House. Together, they make a very strong contribution to the themes of Political Freedom, Military History, Colonial Boston, Religious Freedom, and Architecture/Historic Preservation.

- *Dillaway-Thomas House (1750-54) 183 Roxbury Street; HABS MA-558*  
This wood-frame, gambrel roof house was constructed in 1750-54 by the Reverend Oliver Peabody as a parsonage for the First Parish Church. During the Siege of Boston it served as the headquarters of General John Thomas and his Colonial troops.
- *First Parish Church of Roxbury (1804) HABS MA-557*  
The current church, which is the fifth on the site, dates to 1804. The first was constructed in 1632. The immediate predecessor to present building, constructed in 1746, was used as signal station during Revolution.
- *First Parish Burying Ground (mid 17th century)*  
Contains graves of Governor Joseph Dudley and Reverend John Eliot.
- *Garrison, William Lloyd House; 125 Highland Street; NHL/NR 10/15/1966*

Roxbury High Fort/Highland Park, Beech Glen Street/Fort Avenue; NR 1973

As the Shawmut Peninsula's only land connection, Roxbury played a key defensive role during the Siege of Boston. Colonial forces erected irregular east-west earthworks below Meeting House Hill. These supplemented a Low Fort and High Fort, both along the present route of Highland Avenue, south of John Eliot Square. The High Fort was a quadrangular shaped breastwork planned by Captains Henry Knox and Josiah Waters, and erected in late June, 1775. The High Fort location is marked by an 1877 stone monument erected by the City, and by a 1933 plaque added to the base of the 1869 Roxbury Standpipe which now occupies the site. The landscape was improved under direction of Olmsted Brothers in 1895-1916, including reconstruction of the quadrangular shape of the original fort.

The Roxbury High Fort site makes strong contributions to the themes of Colonial Boston and Military History.

Shirley-Eustis House (1749) 31-37 Shirley Street; NHL/NR 1966; LL 1982; HABS MA-257

This mansion was built in 1749 for William Shirley, the Royal Governor of the Province of Massachusetts from 1741-1756. Shirley was noted for his ability to maintain harmonious relations with the colonial legislature, allowing him to focus on larger issues of empire. He organized the 1745 expedition that took the French fortress of Louisburg. During the Revolution, the house was confiscated from Shirley's heirs for use as military hospital and barracks by the Continental Army. In the early-19th century it was owned by Dr. William Eustis who served as governor in 1823-1825. Architecturally, it is the only example of a great, mid-18th century Georgian country estate; no other residence of its caliber survives from the period. It was purchased by the Shirley-Eustis House Association in 1911.

The Shirley-Eustis House makes a very important contribution to the themes of Colonial Boston, and Architecture/Historic Preservation. It also contributes to the Military History theme. It is especially important given the loss of the Province House in downtown Boston.

Warren, General Joseph Statue, Warren Square

Statue, by Paul Bartlett, of the doctor and Revolutionary War hero who died at the Battle of Bunker Hill.

*Roxbury Sources*

Boston National Historic Sites Commission. *Final Report to the U.S. Congress*. 1960. (pp. 375-92)

Works Progress Administration. *The WPA Guide to Massachusetts*. 1938. Random House. reprint 1983. (suggested motor tour 167-173)

**2.6.2. Arlington** (1960 Report: 103-104)

Locke, Capt. Benjamin House, 21 Appleton Street; NR 7/21/1978

Locke was captain of the Menotomy Minutemen

Russell, Jason House, 7 Jason Street, NR 10/9/1974

One of the bloodiest skirmishes of April 19, 1775 occurred here now headquarters of Arlington Historical Society

**2.6.3. Cambridge** (1960 Report: 400-426)

Apthorp, Reverend East House, Plympton and Linden Streets; NR 1980

High-style 1760 Georgian mansion built by son of wealthy Boston merchant who had been sent to Cambridge by the Society for the Propagation of the Gospel; leader of Christ Church; house occupied by General Israel Putnam and troops in 1775-1776.

Cambridge Common, Mass. Ave; NR 4/13/1973

Site of pre-Revolutionary rallies; Colonial troops mustered here 1775-1776 after Cambridge was designated as the headquarters of the Provincial government and army immediately following the Battle of Lexington/Concord in April 1775; 16,000 soldiers by May; Washington formally took command of new Continental Army here on July 3, 1775.

Christ Church, 1 Garden Street (at Cambridge Common); NHL/NR 10/15/1966

Anglican Episcopal church erected by Tory congregation in 1760 to designs of Peter Harrison; led by Rev. Apthorpe (see Apthorpe House)

Cooper-Frost Austin House, 21 Linnaean Street; NR 9/22/1972; MHL 6/25/1965

Built by selectman John Cooper in 1657; oldest house remaining in Cambridge; owned by SPNEA

Fort Washington, 95 Waverly Street at Charles River; NR 4/3/1973; LHD 3/8/1982

One of three Revolutionary War fortifications; preserved as city park in 1857.

Harvard Yard, Harvard University; NHL/NR 12/30/1970

purchased 1637 by Overseers of Harvard College; includes five pre-Revolution buildings; Massachusetts (1718-1720) and Hollis (1764) Halls commandeered as barracks by Provincial Congress for troops who were camped in Cambridge during the 1775-1776 Siege of Boston.

Lars Anderson Bridge, Charles River at North Harvard and JFK Streets; NR 12/22/1978  
Site of the "Great Bridge" which was the primary connection between Boston and communities to the north and west; Thomas Dawes route over Boston Neck, through Roxbury and Brighton, took him over this bridge.

Lechmere Point, East Cambridge  
Landing site of British troops on April 19, 1775.

Vassall-Craigie-Longfellow House, 105 Brattle Street; NHS/NHL/NR 10/15/1966; LHD 12/13/1976  
Built 1759 by John Vassall; high-style example of Georgian style architecture; headquarters of General George Washington, Commander-in-Chief of the Continental Army, for ten months beginning July 15, 1775

#### **2.6.4. Concord**

Minuteman National Historic Park; NHL/NR 10/15/1966

Old Manse; NHL/NR 10/15/1966; MHL 4/1/1966

Walden Pond; NHL/NR 10/15/1966

#### **2.6.5. Dedham (1960 Report: 427-430)**

Fairbanks House, East Street and Eastern Ave; NHL/NR 10/15/1966; MHL 4/1/1966  
Constructed 1636-1638, it is regarded as the oldest wood-frame building in the nation.

#### **2.6.6. Hingham (1960 Report 431-436)**

Old Ship Meeting House, Main Street; NHL/NR 10/15/1966; MHL 4/1/1966; LHD 7/28/1988  
Constructed 1681; unique transitional structure bridging gap between early medieval churches and Wren-inspired Georgian designs of the early-18th century.

#### **2.6.7. Lexington (1960 Report: 437-439)**

Lexington Green, Massachusetts Avenue; NHL/NR 10/15/1966

Site of first battle of Revolutionary War on April 19, 1775; Lexington Historical Society formed 1886 to protect and preserve the Green and surrounding houses.

Buckman Tavern, 1 Bedford Street at Green; NHL/NR 10/15/1966  
Constructed ca. 1690

Hancock-Clarke House, 35 Hancock Street; NHL/NR 7/17/1971

Samuel Adams and John Hancock were guests of Rev. Jonas Clarke on April 18, 1775.

Munroe Tavern, 1314 and 1332 Massachusetts Avenue; NR 4/26/1976

#### **2.6.8. Medford (1960 Report: 440-450)**

Isaac Royal House, 15 George Street at Main Street; NHL/NR 10/15/1966

Site of Governor Winthrop's Ten Hills Farm; high-style brick mansion house constructed 1747-1750; may incorporate earlier dwellings.



Tufts, Peter House, 350 Riverside Avenue; NHL/NR 11/24/1968

Constructed 1678, and possibly earlier; One of only a dozen brick buildings known to have been erected in New England in the 17th century; Medford was an important brick making center, and supplied much of this material to Boston; owned by SPNEA.

Paul Revere route went through Medford Center

#### **2.6.9. Quincy (1960 Report: 451-470)**

Adams National Historic Site, 135 and 181 Adams Street; NHS/NHL/NR 10/15/1966; LHD 6/16/1975; HABS MA-215, 615

Core erected 1731 by Major Leonard Vassall; purchased by John Adams in 1787.

Adams, John Birthplace, 133 Franklin Street; NHL/NR 10/15/1966; LHD 6/16/1975; HABS MA-596

Constructed 1681; birthplace (10/19/1735) of second U.S. President.

Adams, John Quincy Birthplace, 141 Franklin Street; NHL/NR 10/15/1966; LHD 6/16/1975; HABS MA-597

Constructed 1716; birthplace (7/11/1767) of sixth U.S. President.

Quincy, Edmund/Dorothy Homestead, 34 Butler Road at Hancock Street; NR 7/1/1971; MHL 4/1/1966; LHD 6/16/1975

Constructed early-18th century; home of Dorothy Quincy who married John Hancock in August 1775.

Quincy, Col. Josiah Homestead, 20 Muirhead Street; NR 5/28/1976; HABS MA-2-24

Constructed ca. 1770; owned by SPNEA.

Site of John Winthrop Jr. Blast Furnace, Crescent Street and Furnace Brook Parkway; NR 9/20/1977

Established 1644 as first recorded and successful production of cast iron in the nation.

Quincy Granite Railway, Bunker Hill Lane; NR 10/15/1973; HABS MA-150

First commercial railroad in nation; built 1826 to supply Bunker Hill Monument; connected Pine Hill Quarry to Neponset River; designed by Gridley J. F. Bryant.

#### **2.6.10. Saugus (1960 Report: 471-475)**

Saugus Iron Works National Historic Site, Central Street at Monument Square; NHL/NR 10/15/1966

Active ironworks 1646-1653.

#### **2.6.11. Somerville (1960 Report: 476-480)**

Powder House, 52 Powderhouse Boulevard; LL 10/31/1989

Powder House Park; LHD 3/11/1985

### **2.6.12. Watertown (1960 Report: 481-482)**

#### **First Parish Burying Ground, Mt. Auburn and Common Streets**

Boston town meetings, and assemblies of Provincial Congress held in accompanying church (demolished) during 1775-1776 Siege of Boston.

#### **Fowle, Edmund House, 26-28 Marshall Street; NR 11/11/1977**

Meeting place of exiled Governor's Council during 1775-1776 Siege of Boston; owner Dr. James Warren was president of Provincial Congress; his wife Mercy Otis Warren received Martha Washington here in December 1775 on her way to join her husband at his Cambridge headquarters (Longfellow NHS); moved from corner of Marshal and Mt. Auburn Streets in 1871.

#### **Browne, Capt. Abraham House, 562 Main Street; NR 3/9/1990**

Constructed ca. 1700 and restored ca. 1920 by William Sumner Appleton for the Society for the Preservation Antiquities. (see First Harrison Gray Otis House, 141 Cambridge Street, Boston)

## **3. DEVELOP AND EVALUATE ALTERNATIVES**

The existing Freedom Trail and sites are unified by several factors.

### **Location**

The Freedom Trail was conceived as a way-finding device that would link some of Boston's primary historic sites. The proximity of sites, and walkability of the trail is the single most important unifying characteristic.

### **Authenticity**

Freedom Trail sites are generally places where important events actually took place. They are not reconstructions, or purely commemorative in nature.

### **Time Period**

The Freedom Trail is generally focused on the Colonial, pre-Revolutionary period.

### **Theme/Historical Associations**

The Freedom Trail tells the story of the Colonial struggle for freedom from British rule. It commemorates Boston's role as the "Cradle of Liberty"

## **3.1. IDENTIFY BROAD FREEDOM-RELATED THEMES**

Early in the planning process, team members identified several freedom-related themes that have played an important role in Boston history, and have the potential to enrich and broaden the basic story of the Freedom Trail.

### **3.1.1. Political Freedom and History**

This theme concerns the period, people, and events leading up to the Revolutionary War. It is especially important because Boston held center stage as the focus of colonial protest against British policy, and the center of pre-war ferment.

At no time in American history has any one place ever played a more vital role or exerted a greater influence on 'the course of human events' than the town of Boston between 1760 and 1776. The turbulent interval signified by these years was full of import and meaning, not only for the celebrated seaport

and provincial capital on Massachusetts Bay in which the tribulation and strife of the period were centered but for every settlement in every colony along the Atlantic seaboard that, in the end, was to benefit from the Declaration of Independence. (1960 Report: 63-64)

### Current Representation on Freedom Trail

This theme is the core around which the current Freedom Trail story is built. Thus, it is not surprising that most of the current sites are related to this theme, and do an exceptional job of covering its many facets. Those with especially strong connections include:

- *Boston Common* where many rallies were held
- *Bunker Hill Monument* which marks the site of the first battle
- *Faneuil Hall* where so many important speeches and events transpired that is called the “Cradle of Liberty”
- *King’s Chapel* which served an Anglican congregation including officers of the royal government
- *Massacre site* where Bostonians were shot by British soldiers on March 5, 1770
- *Old North Church* whose steeple held the lanterns on the night of April 18, 1775 warning of the British advance on Lexington and Concord
- *Old South Meeting House* scene of many important rallies and meetings, including the start of the Boston Tea Party
- *Old State House* seat of local, provincial, and royal governments; and site where Samuel Adams and other patriots incited opposition and organized resistance to British rule
- *Paul Revere House* where the patriot leader and protagonist of the famous “midnight ride” resided
- *King’s Chapel, Granary, and Copp’s Hill Burying Grounds*, where so many patriots, including both leaders and foot soldiers, are buried.

### Possible New Sites Related to Political Freedom Theme

While the Freedom Trail already includes most of the important sites of Colonial Boston, several others have the potential to substantially enrich the story.

- *Blackstone Block* including the Green Dragon Tavern Site where many meetings took place, and the Union Oyster House where the Massachusetts Spy was published.
- *Griffin’s Wharf* the actual site of the Boston Tea Party which has been buried under the Central Artery, but holds possibilities for interpretation when the Artery comes down.
- *Long Wharf* the British Army’s primary point of contact with the outside world during the Siege of Boston; their landing and debarkation point.

- *Liberty Tree Block* commemorating site of a massive tree that was a gathering point for patriotic rallies
- *Oliver Stamp Office Site* in Liberty Square associated with the Stamp Act riots
- *Routes of Thomas Dawes and Paul Revere* as they warned of impending British attack on April 18, 1775

#### Key Sources of Political Freedom Theme

- Schneider, Eric C. *Boston and the American Revolution: The Leaders, the Issues, and the Common Man*.

#### **3.1.2. Military History**

This theme relates primarily to military events of the Revolutionary War although some earlier and later sites are included as well. Boston was the key player in the events leading up to the Revolution, but most battles were fought elsewhere. Thus, on the national level, it played a support role in this theme.

#### Current Representation on Freedom Trail

The Freedom Trail does an average job of telling the story of the Revolution's Military History. The small number of current sites related to this theme include:

- *Boston Common* established in 1634 as common pasture land and training field
- *Bunker Hill Monument* commemorating the important early battle
- *Copp's Hill Burying Ground* and Terrace where the British shelled Charlestown and Bunker Hill from
- *Massacre site* where the first blood was shed in events leading up to the Revolution
- *Old North Church* of 1723, General Gage's viewing point for the Battle of Bunker Hill
- *USS Constitution* commissioned just after the Revolution

#### Possible New Sites Related to Military History

Several sites in Boston and the Greater Boston Area have the potential to substantially enrich this theme.

- *Dorchester Heights NHS* in South Boston where Colonial troops ended the Siege of Boston.
- *Longfellow NHS* in Cambridge, General George Washington's headquarters for nine months in 1775-1776
- *Roxbury High Fort* an important fortification of the Colonial troops
- *Charlestown Training Field* a military exercise ground

- *North and South Battery Wharves* early Colonial fortifications connected by the *Barricado*, now Atlantic Avenue
- *Routes of both British and Colonial troops* in their various Boston area actions
- *Minuteman National Park* in Concord and Lexington
- *Fort Independence* of 1801 in South Boston
- *Fort Warren* on George's Island
- *Charlestown Navy Yard* established to protect the new nation in 1800

#### Key Sources of Military History

Fadden, William. *A Plan of the Town of Boston with Intrenchments & Co. of His Majesty's Forces in 1775*. Charing Cross, England. 1777.

Boston National Historic Sites Commission. *Final Report to U.S. Congress*. 1960.

### **3.1.3. Colonial Boston**

Boston is one of the oldest communities in the nation, with permanent settlement by the Massachusetts Bay Company occurring in 1630. It was confined to a small, hilly fist of land known as the Shawmut Peninsula that jutted out into Boston Harbor. Throughout the 17th and 18th centuries it was one of the largest, wealthiest, and most important towns in Colonial America. While most of Colonial Boston has disappeared or been obscured beneath later layers of history, it retains a much larger percentage of early sites than most American cities.

#### Current Representation on Freedom Trail

The Freedom Trail does a very good job of telling the story of Colonial Boston, and almost all of the current sites are related to this theme. Those with especially strong connections include:

- *Boston Common* established in 1634 as common pasture land and training field
- *Copp's Hill, Granary, and King's Chapel Burying Grounds* established in 1630-1660 as the city's first cemeteries
- *Faneuil Hall* erected in 1740 as a combined town hall and market place
- *King's Chapel* constructed in 1749-54 for an Anglican congregation
- *Old Corner Bookstore* constructed in 1712 as a shop and home for Thomas Crease
- *Old North Church* of 1723 the city's oldest remaining church
- *Old South Meeting House* of 1729-1730
- *Old State House* of 1712-1713, a market place and seat of local, provincial, and royal government

- *Paul Revere House* of ca. 1680, the oldest remaining building in central Boston

#### Possible New Sites Related to Colonial Boston

While the Freedom Trail already includes many of the most important Colonial Boston sites, many others have the potential to substantially enrich the story. They include:

- *Blackstone Block* the last remaining Colonial period streetscape in the center city, and buildings including the *Union Oyster House* of ca. 1714 and the *Hancock House* of 1767-1776
- *North Square* in the North End including the *Clarke-Franklin House Site* of 1713, *Foster-Hutchinson House Site* of ca. 1688, Ebenezer Clough House of 1711, and the *Pierce-Hichborn House* of 1710 (in addition to Revere House)
- *Great House site* in City Square Charlestown the first public building for the Massachusetts Bay Colony
- *Shirley Place/Shirley-Eustis House*: associations with noted Royal Governor who played major role in French Wars of 1740s
- *Province House Site* of 1679/1728 where the royal governor resided prior to the Revolution
- *Long Wharf* of 1711 Boston's primary deep water access
- *Governor John Winthrop House Site* of ca. 1630 at Washington/School Streets
- *Blake, Clapp, and Pierce Houses* survivors of 17th century Dorchester
- *John Eliot Square* the center of Colonial Roxbury

#### Key Sources Related to Colonial Boston

Boston Landmarks Commission. *Blackstone Block Landmark Study Report*. 1983.  
 Office of Public Archaeology. *Phase I Archaeological Investigations of the Central Artery/Third Harbor Tunnel Project in Boston, Mass.* Boston University. 1989.  
 Quincy, Josiah. *A Municipal History of the Town and City of Boston 1630-1830*. 1852.  
 Winsor, Justin (ed). *The Memorial History of Boston 1630-1880*. four volumes. 1881.  
 Whitehill, Walter Muir. *Boston: A Topographical History*. 1959.

#### **3.1.4. Architecture, City Planning/Design, Historic Preservation**

Boston is a national leader in the areas related to this theme. It is a very old city that has often shown respect for its heritage, and has preserved more of its architecturally significant historic buildings and sites than most comparable cities. Many Freedom Trail sites are key monuments of the American historic preservation movement. They represent early efforts to save specific buildings, to form preservation organizations and antiquarian groups, to restore historic buildings, and to develop adaptive reuse programs.

### Current Representation on Freedom Trail

The Freedom Trail does a very good job of telling the story of Boston's historic architecture, urban development, and historic preservation. Almost all of the current sites are related to one or more aspects of this theme. Those with especially strong connections include:

- *Bunker Hill Monument* of 1825-1842 the nation's first major effort at Memorialization, and the inspiration for later efforts like the Washington Monument; early example of the Egyptian Revival
- *Faneuil Hall* of 1740 a very early surviving public building enlarged by Charles Bulfinch in 1806 to create a masterpiece of institutional design
- *King's Chapel* an excellent example of Georgian style architecture designed by noted architect Peter Harrison, and Boston's first cut granite building
- *Massachusetts State House* of 1795-1798 a superb example of Federal period design by Charles Bulfinch that was the model for many later state capitals around the nation; one of the oldest capital buildings still in its original use
- *Old Corner Bookstore* of 1712 a rare and well-conceived example of the early Georgian style, constructed as a shop and home for Thomas Crease, associated with the founding of Historic Boston Inc. in 1960
- *Old North Church* of 1723 Boston's oldest surviving church; well conceived and preserved interior and exterior design, and an early restoration effort of 1913
- *Old South Meeting House* of 1729-1730 an excellent example of an early meeting house, and the subject of the nation's first successful preservation campaign in 1872-1877
- *Old State House* of 1712-1713, a rare surviving 18th century market place and governmental center associated with the formation of the Bostonian Society in 1881, and an early 1908 restoration by the nationally noted Joseph Everett Chandler
- *Park Street Church* of 1809 a monument of the Federal style, and Boston's only building designed by English architect Peter Banner.
- *Paul Revere House* of ca. 1680, a rare survivor from the 17th century and an early example of restoration by pioneering practitioner Joseph Everett Chandler

### Possible New Sites Related to Boston Architecture, City Planning, and Historic Preservation

While the Freedom Trail already includes many key monuments related to this theme, many others have the potential to substantially enrich the story. The most important include:

- *Beacon Hill Historic District* developed 1795-1800 as Boston's first planned residential area, site of many individual buildings of outstanding architectural design; established as Boston's first historic district in 1955
- *Blackstone Block* as Boston's only surviving remnant of the "narrow crooked ways" that reflected topography rather than formal plan characteristic of Colonial Boston; concentration of early surviving buildings and sites of many others

- *Bulfinch Triangle* an early planned development by Charles Bulfinch on the filled site of the former Mill Pond
- *Customs House* of 1847/1915 early and important of the Greek Revival style designed by Ammi B. Young, with early Boston skyscraper by Peabody & Stearns
- *Quincy Markets* of 1824-1826 early example of urban design created by Mayor Josiah Quincy as a monumental new marketplace reflective of Boston's national stature; seminal example of the Greek Revival style executed in granite by Alexander Parris; early successful example of adaptive reuse by Architectural Heritage, Inc. and Rouse Company in 1960
- *Fulton/Commercial and Broad Street areas* of 1820s-1830s as early planned developments on filled harbor-front land inspired by Quincy Market
- *Old City Hall* of 1862-1865 the first major example of the French Second Empire style inspiring many others; early successful example of adaptive reuse for offices by Architectural Heritage Inc.
- *Old West Church* of 1805-1806 as a trend-setting example of Federal period design by Asher Benjamin
- *Charles Street Meetinghouse* of 1807 as an excellent example of Federal style designed by noted architect, Asher Benjamin. In 1982 it was adaptively reused for residential, commercial, and office space.
- *St. Pauls Church* of 1819 as an early and excellent example of the Greek Revival style by Alexander Parris
- *St. Stephens Church* of 1804 an example of Federal period architecture and the only surviving church designed by Charles Bulfinch
- *First Harrison Gray Otis House* of 1795-1796 an excellent example of Federal period architecture designed by Charles Bulfinch rescued by the Society for the Preservation of New England Antiquities which is now headquartered there
- *Locke-Ober Club* of ca. 1832 and *Elizabeth Peabody Bookstore* as remnants of the early residential character of the Old South End, and reflection of its transformation to a dense commercial area in the late 19th century
- *North Square* with its concentration of early surviving buildings and sites of many others
- *Shirley Place/Shirley-Eustis House* of 1749 a major mid 18th century Georgian style mansion house described as "one of the most important specimens of domestic architecture in Colonial America" (1960 Report : iii)
- *John Eliot Square* of Roxbury an example of the "church green" center so characteristic of New England towns.



### Key Sources of Boston Architecture, City Planning, and Historic Preservation

Damrell, Charles Stanhope. *A Half Century of Boston's Buildings*. Boston. 1895.

Hitchcock, Henry-Russell. *Boston Architecture 1673-1654: Including Other Communities within Easy Driving Distance*. NY: Reinhold Publishing. 1954.

Kilham, Walter H. *Boston After Bulfinch: An Account of its Architecture 1800-1900*. Cambridge: Harvard University Press, 1946.

Tucci, Douglass Shand. *Boston's Architecture: From First Townhouse to New City Hall*.

### **3.1.5. Religious Freedom and History**

Boston churches date from the early 18th century through the 20th century. Many date to the pre-1833 period when the dominant Congregational faith and the state were closely linked.

Massachusetts also played a national leadership role in the establishment and spread of new Protestant denominations in the 18th and 19th centuries. Mid to late 19th century immigration added Catholicism and Judaism.

### Current Representation on Freedom Trail

The Freedom Trail includes all of Boston's Colonial period churches and one from the post-Revolutionary period.

- *King's Chapel* of 1749-54, established in 1688 as Boston's first Anglican church, and New England's leading Anglican congregation throughout the Colonial period; reestablished as first Unitarian Church in the nation in 1785
- *Old North Church* of 1723, the second Anglican congregation, primarily serving the native merchant class
- *Old South Meeting House* of 1729-1730 Boston's third congregational parish formed to liberalize membership requirements

### Possible New Sites Related to Religious Freedom

While the Freedom Trail already includes most of the important sites of Colonial Boston, several others have the potential to substantially enrich the story.

- *African Meetinghouse* (1805-1806) Serviced black congregation that met at Faneuil Hall before this church opened
- *Charles Street Meeting House* (1807) which originally served Baptist congregation. In 1876 it was sold to First African Methodist Episcopal Church (A.M.E.), then the largest black congregation in Boston. The AME occupied the building until 1939 when it passed to a Unitarian congregation. In 1982 it was adaptively reused for residential, commercial, and office space
- *St. Joseph's Church* (1823) built for 12th congregational parish, and transferred to early Catholic parish in 1862
- *Old West Church* (1805-1806) the first to offer open seating to black congregants
- *Vilna Shul* (1920) an early Jewish temple

- *First Church of Roxbury*, Eliot Square (1804) associated with Rev. John Eliot, the famous “Apostle to the Indians”
- *State House Mary Dyer Statue* commemorates the state’s Quakers who were banished from 17th century Boston because of their heretical beliefs.

#### Key Sources Related to Religious Freedom

Benes, Peter (ed.). *New England Meeting House and Church: 1630-1850*. Dublin Seminar for New England Folklife. 1979.

Boston Preservation Alliance. *The Splendor of Boston: Religious Sites of the West End and Beacon Hill*. 1988.

### **3.1.6. Social Freedom and History**

Boston is a national leader in the areas related to this theme. It was the center of many movements that sought to extend the Revolution’s gift of liberty and opportunity to all citizens. These include abolition, women’s suffrage, temperance, universal education, and opportunities for the mentally and physically handicapped.

#### Current Representation on Freedom Trail

The Freedom Trail includes many sites are related to the theme of social history. Those with especially strong connections include:

- *Faneuil Hall* of 1740/1806 with long-term associations with variety of social causes like Equality, freedom of speech, assembly, representation, and civil action
- *Park Street Church* of 1809 where the nation’s first Sunday School (1817), its first prison aid society (1824), one of its first temperance societies (1826), and the site of William Lloyd Garrison’s first anti-slavery speech (7/4/1829)

#### Possible New Sites Related to Social Freedom

While the Freedom Trail already includes most of the important sites of Colonial Boston, several others have the potential to substantially enrich the story.

- *Beacon Hill* with concentrations of wealthy on south side, and afro-Americans on north slope; individual sites like first and second Harrison Gray Otis Houses illustrate this further
- *Lawrence Model Lodging* a 19th century to provide housing for the poor

#### Key Sources Related to Social Freedom

Warner, Sam Bass, Jr. *The Way We Really Live: Social Change in Metropolitan Boston Since 1920*.

Dow, George Francis. *Every Day Life in the Massachusetts Bay Colony*. 1935

Thwing. Annie. *Inhabitants and Estates of Boston, Mass.* 1919.

### 3.1.7. Economic Freedom and History

With its deep harbor and diversified maritime economy, Boston was one of the wealthiest cities in the colonies throughout the 17th and 18th centuries. Not surprisingly, many issues that sparked the Revolution were related to matters of the economy. For example, one of the best known and earliest of the events that led up to the Revolution occurred at the Old State House in 1761 when James Otis pleaded the cause of Boston and Salem merchants against Writs of Assistance. The Boston Tea Party with its well known rallying cry of “no taxation without representation” also has a clear relationship to the desire for economic freedom. Boston continued to be a leader in the economy of the new nation, and the city abounds with related sites from the pre and post-Revolutionary periods.

#### Current Representation on Freedom Trail

The Freedom Trail includes many sites related to the economy of Colonial Boston, and some related to the following period. Those with especially strong connections include:

- *Faneuil Hall* of 1740, donated to the city by wealthy merchant Peter Faneuil as a central market place
- *Old State House* of 1712-1713, which served as a market place as well as the seat of government, and whose location at the head of State Street opposite Long Wharf made it central to maritime activities
- *Old Corner Bookstore* of 1712, an apothecary shop and home for Thomas Crease illustrating the scale and type of economic activity as well as its physical proximity to residential functions.

#### Possible New Sites Related to Economic Freedom

While the Freedom Trail includes two of the primary sites related to the economy of Colonial Boston, this theme could be greatly expanded through interpretation of other related sites.

- *Blackstone Block* with its early mixed-use commercial buildings and sites
- *Waterfront Wharves and Warehouses*, as manifestations of the primary economic role of Boston Harbor and its maritime industries. *Long Wharf* of 1711 is especially important. Other early to mid 19th century wharves like *Lewis Wharf* were built around the core of Colonial period wharves
- *Customs House* of 1847 is a very early building of the Federal government, demonstrating the national stature of Boston’s maritime economy
- *Commercial Palace District* testifies to the strength of Boston’s late 19th century economy and the growing segregation of commercial activities
- *Quincy Market* of 1824-1826 a major marketplace of both past and present
- *Sears Crescent* of 1816/1860 an unusual early commercial block with a prominent site

#### Key Sources Related to Economic Freedom

Geib, Susan. *Boston’s Artisans of the Eighteen Century*.

Morison, Samuel Elliot. *The Maritime History of Massachusetts 1783-1860*. 1921.  
Stone, Orra L. "The Manufactures of Boston -- Hub of the Universe and Metropolis of New England", *History of Massachusetts Industries*. (4 volumes). Boston. 1930

### **3.1.8. Black Freedom and History/Abolition**

Boston was an early and active participant in the national abolition movement which sought to end the abomination of slavery as an institution contrary to the ideals of a free republic. Boston also had a small black population (811 of 15,520 in 1765) throughout its history.

#### Current Representation on Freedom Trail

The Freedom Trail includes a small number of sites related to this theme.

- *Copp's Hill Burying Ground* of 1660 where over 1,000 afro-Americans who lived in the North End's "New Guinea" section, and died in the Revolution are buried
- *Faneuil Hall* of 1740/1806, associated with 19th century abolition, and meeting place of black congregation before African Meeting House of 1806

#### Possible New Sites Related to Abolition and Black History

Many related sites, including those on the Black Heritage Trail, have the potential to substantially enrich this theme.

- *Beacon Hill* with its many Black Heritage Trail sites like the *African Meeting House* of 1806 and its related *Abiel Smith School* of 1834, and the *Heyden House* a station on the Underground Railroad, and *Charles Street Meeting House* of 1807 which served the *First African Methodist Episcopal Church* (A.M.E.), then the largest black congregation in Boston from 1876 to 1939
- *Shaw Memorial* of 1897 memorializing the role of a black regiment that fought in the Civil War
- *Old West Church* (1805-1806) the first to offer open seating to black congregants, and who helped build the nearby *African Meeting House* of 1806

#### Key Sources Related to Abolition and Black History

Yeaton, Mary. *Underground Railroad in New England*. 1976.

### **3.1.9. Immigration**

Much of Boston's dizzying population growth of the 19th and early 20th centuries (1800: under 25,000; 1830: 61,392; 1850: 136,881; 1900: 560,890) was the result of immigration from a growing list of European and Eastern European nations. Successive groups concentrated in the North End. Boston's first great wave of immigration occurred in the mid 19th century as a result of the Irish potato famine of 1846. By 1850 over half of Boston's population was foreign born, and 70% of those were Irish. In the late 19th century Italians and Eastern Jews began arriving in large numbers, and by 1895 made up 27% and 21% of the North End population respectively. At

the same time, Chinatown in the South Cove area was established as a distinctive ethnic area. By 1920 the North End was 90% Italian.

#### Current Representation on Freedom Trail

The Freedom Trail includes a small number of sites related to the theme of immigration.

- *Faneuil Hall* of 1740/1806
- *Paul Revere House* of ca. 1680, the oldest remaining building in central Boston

#### Possible New Sites Related to Immigration

19th century immigrants who resided in central Boston were concentrated in the North End, the old West End, and the back, or north, side of Beacon Hill. Many sites in these areas have the potential to substantially enrich the story immigration in Boston.

- *Beacon Hill Historic District* including *Vilna Shul*
- *North Bennet Street School* of 1874
- *North End Union* of 1892
- *North Square Area*
- *Old West Church* of 1805-1806 a rare survivor of the Old West End
- *First Harrison Gray Otis House* of 1795-1796 a rare survivor of the Old West End
- *St. Joseph's Church* of 1824/1862 a rare survivor of the Old West End transferred from a Congregational to a Catholic parish as the ethnic make-up of the area changed.

#### Key Sources Related to Immigration

Burns, Constance. *The Emerging Immigrants of Boston*.

### **3.1.10. Women's History and Freedom**

Boston was a national leader in the women's suffrage movement and has a long history of accomplishment by strong, courageous women

#### Current Representation on Freedom Trail

Many Freedom Trail sites are related to this theme, and some overlap with the Women's Heritage Trail. Those with especially strong connections include:

- *Bunker Hill Monument* of 1825-1842 where women played an instrumental fund-raising role
- *Faneuil Hall* of 1740/1896

- *Massachusetts State House*, especially the Nurses' Hall, and the statues of Mary Dyer and Anne Hutchinson
- *Old South Meeting House* of 1729-1730 where the women of Boston led the successful preservation campaign of the 1870s

#### Possible New Sites Related to Women's Freedom

There are many Boston sites related to this theme. Many are included on the Women's Heritage Trail with segments in the Downtown, Beacon Hill, North End, and South Cove.

- *Beacon Hill Historic District* with its many individual sites included on the Women's Heritage Trail; Louisa May Alcott House, Julia Ward Howe House, Rose Nichols House, the Women's City Club, and the Dyer and Hutchinson Statues at the State House.
- *North Bennet Street School* of 1874
- *North End Union* of 1892
- *North Square Area*
- *Elizabeth Peabody Book Shop*

#### Key Sources Related to Women's Freedom

*Boston Women's Heritage Trail*. 1991.

Laska, Vera O. *Remember the Ladies: Outstanding Women of the American Revolution*. 1976.

James, Janet and Edward (eds.) *Notable American Women: A Biographical Dictionary*. Harvard University Press. Cambridge. 1971/1980

### **3.1.11. Cultural/Intellectual Freedom and History**

Boston has long been noted as a national leader in the areas related to this theme.

#### Current Representation on Freedom Trail

The existing Freedom Trail include several important sites related to this theme.

- *Old Corner Bookstore* established as such in 1829 and remaining in book-related use until 1903; home of Ticknor & Fields, nation's leading publishing house (1833-1864); associations with Emerson, Longfellow, Hawthorne, Harriet Beecher Stowe, etc.; located in heart of the city's publishing district
- *Old State House* of 1740, home of the Bostonian Society and its extensive collection of material related to Boston history since the 1880s

### Possible New Sites Related to Boston's Intellectual and Cultural History

Several other sites have the potential to substantially enrich this theme

- *Boston Athenaeum* of 1846-1851 the bastion of Boston's nationally renowned cultural and intellectual life
- *Elizabeth Peabody Book Store* associated with Margaret Fuller and the rise of Transcendentalism
- *Newspaper Row* the locus of Boston's late 19th century newspaper publishing industry
- *Sears Crescent* of 1816/1860, the last survivor of the old Cornhill Street bookstore center

## **3.2. EVALUATE RELATED SITES AND AREAS**

### **3.2.1. Criteria to Evaluate Freedom Trail Additions or Deletions**

The Freedom Trail has a strong identity that has endured for almost 50 years. Any changes including additions, deletions, or recognition of related sites should receive careful consideration. Criteria to guide that evaluation process include the following:

#### Level of Significance

The Freedom Trail is presently confined to sites of national significance

#### Historic Period

The Freedom Trail is dominated by sites that date to the Colonial period with a few notable exceptions like the State House of 1795-1798 and the Park Street Church of 1809. This might be extended to the Civil War period to recognize a wider definition of freedom, and to include sites that are tangible representations of the goals fought for in the Revolution.

#### Authenticity

Freedom Trail sites are places where events actually happened. They are not recreations or stage sets. Boston's reputation as a city whose historical environment is one of unusual depth and richness is well deserved, and offers an asset that cannot be matched by other cities. Its history is multi-dimensional, encompasses the period from the mid-17th century to the present, and is rich with events of international, national, regional, state, local, and neighborhood significance. Even more unusual, that history is present in the authentic physical form of buildings, districts, and landscapes, all within easy walking distance of each other.

#### Location: maintain walkability of trail

Walkability is a key characteristic of the Freedom Trail. New sites might be considered to add interest and vitality to some portions of the trail.

#### Potential to Enhance or Add to Freedom Trail Story

Any sites that are added or formally related to the trail should substantially enrich its story by adding a new theme or interpretation, or substantially improving interpretation of a theme that is not well illustrated by existing site.

#### Appeal to Visitors enrich experience, interpretive value

Similarly, new sites should substantially add to the overall visitor experience.

### **3.3. HISTORIC DESIGNATIONS OF FREEDOM TRAIL AND RELATED SITES**

The Freedom Trail encompasses most of Boston's premier historic sites. Therefore, it is not surprising that almost all have been recognized by some type(s) of historic designation under local, state, or national statute. The relationship of designations to specific properties is summarized on the Freedom Trail Designations Chart that accompanies this report. All of the historic designations are honorific, and involve varying levels of restriction and review. Some offer financial incentives as well.

#### 3.3.1. National Register of Historic Places (36 CFR 60; Public law 89-665; 80 STAT. 915; 16 U.S.C. 470)

The National Register was established by Section 101 of the National Historic Preservation Act of 1966 (NHPA). It includes properties of national, state, and local significance, and automatically encompasses all National Historic Landmarks and Sites. Properties listed in or eligible for listing in the National Register are protected from federal government actions through the consultation process established by Section 106 of NHPA (36 CFR 800). Review is undertaken by the National Park Service (NPS) through the State Historic Preservation Officers (SHPO) and the Advisory Council on Historic Preservation (ACHP). The Department of Transportation has a similar and additional review known as Section 4F (23 CFR 771.135.4 (f)). Private property owners using private funds are restricted only by the power of moral persuasion. The Tax Reform Act of 1986 provides a 20% federal tax credit or rebate for the substantial rehabilitation of income-producing historic buildings.

The National Historic Sites (NHS) program was authorized by the National Historic Sites Act of 1935 to recognize outstanding historic properties of national significance that are owned by the federal government (National Park Service). They are automatically included in the National and State Registers.

#### (36 CFR 65; 49 STAT 666)

National Historic Landmarks are designated by the National Park Service under the authority of Section 101 of the National Historic Preservation Act of 1966 (NHPA). National Register listing is automatically conferred with NHL designation. Like National Register properties, NHL's are protected from Federal actions under Section 106 of NHPA (36 CFR 800). Section 800.10 mandates that Federal agencies take special care to minimize any possible harm to NHL's. It also specifies that the Advisory Council on Historic Preservation (ACHP) must be included in any consultations regarding Determinations of Effect (800.5). Review is undertaken by the National Park Service (NPS) through the State Historic Preservation Officers (SHPO) and the Advisory Council on Historic Preservation (ACHP). The Department of Transportation (DOT) has a similar and additional review known as Section 4F (23 CFR 771.135.4 (f)).

#### (MGL Ch. 9 ss 27)

The MHL program was established by state Chapter 707 of the Acts of 1967. This designation recognizes historic properties of state or national significance. All carry preservation restrictions held by the Massachusetts Historical Commission. This state-authorized program was essentially abandoned in the early 1970s in favor of the more inclusive NRHP.

#### 3.3.5. Boston Landmarks (MGL 772)

Local Boston Landmarks are designated by the Boston Landmarks Commission (BLC) under authority of State Chapter 772 of the Acts of 1975. Proposed exterior and interior changes to



local landmarks are reviewed by the BLC in accordance with Standards and Criteria for Maintenance that are established at the time of designation.

### **3.3.6. Local Historic Districts (MGL 40C)**

Massachusetts enacted local historic district enabling legislation through Chapter 372 of the Acts of 1960. Communities may also establish local historic districts under special act. The Beacon Hill Historic District which was established in 1955 as the first such district in Massachusetts is an example of the latter type. Local historic districts are created to recognize the value of groups of historic buildings, and to protect their setting and exterior appearance through establishment of a design review commission.

### **3.3 State Register of Historic Places (950 CMR 71; Chap 254)**

The SRHP was established by state law in 1982, and amended by Chapter 254 of the Acts of 1988. It parallels the NRHP program, by extending protection from state as well as federal action. It is a compilation, or umbrella listing, of all the preservation designations described above. The SRHP is maintained and administered by the Massachusetts Historical Commission.

## **4. MAJOR CONCLUSIONS AND RECOMMENDATIONS**

### **4.1. ADDITION OR DELETION OF FREEDOM TRAIL SITES**

The Freedom Trail is almost 50 years old, and has acquired a strong identity. This can be seen as both a strength and a weakness. Careful thought must be given to any proposals that would alter the trail's historic and popular image.

In addition, the process of adding or deleting sites from the existing trail opens up many difficult political and administrative problems. Freedom Trail status confers substantial economic and image benefits, so there is a strong likelihood that many historic sites and attractions might apply for inclusion. A nomination process would be difficult and time consuming to administer. It would also be difficult to maintain a strong, cohesive trail as decisions would inevitably include factors that have little to do with the overall image or good of the trail.

Addition or deletion of Freedom Trail sites is not recommended.

### **4.2. CHANGES TO THE FREEDOM TRAIL ROUTE**

The benefit of minor changes to the route of the Freedom Trail have the potential to outweigh any drawbacks associated with the image change" issues discussed above. This process would be far easier to plan and control than addition or deletion of sites.

### **4.3. POTENTIAL OF RELATED SITES AND/OR SECONDARY TRAILS**

The first two sections of this report identify sites that are related to the Freedom Trail, the first in terms of geography, the second in terms of theme. Section 3 sets out criteria to evaluate their relative contributions. Many have the potential to broaden and update the appeal of the Freedom Trail without substantial change to its image. Trail interpreters already weave related stories of freedom into the trail experience. Identification of related sites and their interpretive possibilities would enhance an existing trend.

The value of the many later “context” buildings that the Freedom Trail passes through (cloth in which their Colonial period thread exists) was recognized at least as early as 1960 when the Boston National Historic Sites Commission made its final report to Congress. That report specifically noted the presence of those buildings, and the value of their traditional brick and granite construction as a suitable and historically authentic setting for the Colonial period jewels. It stated:

The Commission has sensed the value of these later buildings as a part of Old Boston and takes the opportunity to call attention to some of them, especially in those exceptional cases where, with the earlier and traditionally more significant structures, they may form more closely-knit or distinctive areas or pockets of historical and architectural interest.  
(Report 1960: 5-6)

Related resources with the strongest potential to enhance interpretation of the Freedom Trail include:

- *Beacon Hill*
- *Blackstone Block*
- *North Square*
- *Waterfront resources*, especially Long Wharf
- *Secondary trail in South Boston/Dorchester/Roxbury* including the Dorchester National Historic Site, John Eliot Square, the Roxbury High Fort and other sites identified in section 2.6
- *Secondary trail in Cambridge/Concord/Lexington* including the Longfellow National Historic Site, the Cambridge Common, the Lexington Green, Minuteman National Park, and other sites identified in section 2.6

It is recommended that related sites and secondary trails be further investigated to broaden the existing story of freedom, and to expand the time frame into the mid 19th century to include resources that tangibly express the ideals of the Revolution.

#### **4.4. POTENTIAL HARBOR/WATERFRONT TRAIL**

The Harbor has played a central role in Boston’s history, serving as the chief economic powerhouse through the early-20th century. Boston Harbor also played a well-known role in the American Revolution, as the site of the Boston Tea Party. More important, the harbor presents the opportunity to link key sites related to the Siege of Boston in a more understandable and practical way than any land route. Those sites include:

- *Long Wharf*, the point of British access and their only means of departure, as American troops secured the land access to the Shawmut Peninsula at Roxbury.
- *Dorchester Heights*
- *Roxbury Highlands, High Fort, and John Eliot Square*

- *Bunker Hill Monument*

While extensive land fill and waterfront development have changed the character of these places in the years since the Revolution, their basic form and relationship to central Boston remains fairly clear when viewed from the water.

A water route on Boston Harbor and the Charles River could also include:

- *Charlestown Navy Yard*
- *Fort Independence*
- *Harbor Island sites like Fort Warren and Boston Light*
- *Lechmere Point* where British landed April 19, 1775 to begin their march on Lexington and Concord
- *Paul Revere's Charles River crossing point*
- *Lars Anderson Bridge* at North Harvard and JFK Streets, then the Great Bridge crossed by Thomas Dawes on his longer inland route through Roxbury and Brighton
- *Fort Washington* one of three Cambridge Revolutionary War forts

The waterfront also presents an excellent opportunity to interpret Boston's topographical development (massive change that has occurred almost entirely after the Revolution), the importance of waterways like the Charles River to early travel, and the history of river crossings (fords, bridges, causeways)

#### **4.5. LINKING THE FREEDOM TRAIL TO BACK BAY HOTELS**

Many visitors are accommodated at Back Bay hotels. They could be directed to follow Commonwealth Avenue and the Public Garden to the start of the Freedom Trail at Boston Common. This is a visually pleasing route that could also set the stage for the Freedom Trail experience. Statues along the way introduce a variety of freedom-related themes. They include George Washington, Alexander Hamilton, and William Lloyd Garrison among others. The story of Boston's topographical evolution could also be introduced here.

Another link is provided by the Boston Public Library, the cradle of intellectual freedom, whose collections include most of John Adams library. The Massachusetts Historical Society owns Governor Winthrop's bible, and the Shem Drowne Indian weathervane that once topped the Province House.

#### **4.6. POSSIBLE USE OF CUSTOMS HOUSE AS VISITORS' CENTER**

Customs House (1847/1915) State Street; NR 5/11/73; LL 9/2/86

The Customs House is an early, well-designed, monumental example of the Greek Revival style designed by Ammi B. Young, capped by a Peabody & Stearns tower that was long Boston's

tallest. It is a primary icon of Boston's post-War prosperity. As an early example of a federal building, it underscores Boston's national prominence in maritime affairs.

The Customs House presents the opportunity to integrate the waterfront and related resources like Quincy Market into the Freedom Trail, but presents the problem of redefining the starting point.

## **4.7. IDEAS FOR INTERPRETATION**

### **4.7.1. Marking Important Routes**

#### Route of Colonial troops as they took Dorchester Heights (1960 Report: 373-374)

Moved from Roxbury over Dudley Street and along Humphreys and East Cottage Streets into the present Edward Everett Square. Here they were joined by teamsters who had assembled at Eaton's Tavern (demolished) at Eaton Square, just west of Meeting House Hill; they moved over Hancock Street and Columbia Road into Edward Everett Square. Eaton Square and Meeting House Hill, separated by Dorchester Common comprised the center of 18th century Dorchester.

#### Route of British to Lexington and Concord

The British landed at Lechmere Point on the north side of the Charles River before dawn on April 19, 1775 to begin their march on Lexington and Concord. They waded through marshes and areas of what is now Somerville to Beech Street near Porter Square in Cambridge. From there, they followed Massachusetts Avenue west.

#### Route of Thomas Dawes

Thomas Dawes took the longer inland route over Boston Neck, and through Roxbury and Brighton. He crossed the Charles River on the "Great Bridge" which was the primary connection between Boston and communities to the north and west. (now the Lars Anderson Bridge at North Harvard and JFK Streets). The City of Cambridge has already marked the route by the Brass hoof prints along Massachusetts Avenue already memorialize Dawe's route past the Cambridge Common.

#### Route of Paul Revere

Across Charles River and through Charlestown, Medford

### **4.7.2. Layering of History**

Most, if not all, Freedom Trail sites embody this concept within themselves. Revolutionary War associations are only part of their history, as that period is only part of Boston's history. The concept could be illustrated by linking the various periods of Freedom Trail site histories to contemporary neighbors.

#### For example: The Old Corner Bookstore (1712)

It is an 18th century contemporary of *Old South Meetinghouse* (1730). During that period, it was a middle class dwelling/ apothecary shop. By the mid-19th century, when Old City Hall had just been completed, the area was evolving into the commercial district we see today. Old Corner Book had lost its residential function, and was related to the publishing trade that dominated this specific sub-area. Other area resources include *Newspaper Row* and the *Sears Crescent*.

Context buildings help to illustrate how Revolutionary Boston relates to the city we see today. Since this is not a recreated theme park where Colonial Boston can be neatly packaged, we need to develop creative ways to use the living city as an asset that helps to bring its history to life rather than obscure it.

This also presents the opportunity to paint vivid pictures of Boston at various points in its history, especially the Colonial/pre-Revolutionary period. Physically, it was a far different city than that of today, characterized by small-scale buildings (most wood) and substantial public and private open spaces.

For example, in the early-18th century (1722 Bonner Map) Boston was a small, hilly peninsula. Washington Street (Marlborough, Newbury, Orange) was the “Neck” that connected the peninsula to Roxbury at John Eliot Square. (this could help to tie in sites in those areas)

Once again using the example of the Old Corner Book Store.

It represents a middle class dwelling and apothecary shop. The *Province House* (used as royal governor’s residence after 1716), one of the finest dwellings in the area, stood nearby with formal gardens extending to Washington Street. The 17th century *home of Gov. John Winthrop* stood on the site of the present Old South Building.

Cheek by jowl mix of patriots, loyalists, and representatives of British crown. The Province House and King’s Chapel were primary locations of British. Their immediate neighbors, Old South Meetinghouse, Boston Common, Faneuil Hall were the primary sites of revolutionary rallies. The Old State House represents the coexistence of royal and provincial governments in one building.

#### **4.7.3. Comparisons of Old and Current Boston**

Use a Cityscapes type approach to contrast old and current views of Boston; helps to relate past and present, and promotes viewer participation.

#### **4.8. CHARLESTOWN WALKING TOUR**

See section 2.4 which identifies existing and related Freedom Trail sites in Charlestown. These should be studied further to identify a specific walking tour.

### **5. FIGURES**

### **6. ATTACHMENTS/APPENDICES**

#### **6.1. Timeline of Key Historic Events**

#### **6.2. Property Summary Forms**

#### **6.3. Theme Chart**

#### **6.4. Historic Designations Chart**

## 6.5. Historic Designations Criteria

### 6.5.1. National Register Criteria for Evaluation (36 CFR 60.4)

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association and:

(A) that are associated with events that have made a significant contribution to the broad patterns of our history: or

(B) that are associated with the lives of persons significant in our past: or

(C) that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic value, or that represent a significant and distinguishable entity whose components may lack individual distinction: or

(D) that have yielded, or may be likely to yield, information important in prehistory or history.

Criteria Considerations: Ordinarily cemeteries, birthplaces, or graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

(A) A religious property deriving primary significance from architectural or artistic distinction or historical importance; or

(B) A building or structure removed from its original location, but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event: or

(C) A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building directly associated with his productive life: or

(D) A cemetery which derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events: or

(E) A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived: or

(F) A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance: or

(G) A property achieving significance within the past 50 years if it is of exceptional importance.

6.5.2. Chapter 772, section 4: Boston Landmarks Criteria

The commission may designate any improvement or physical feature as a landmark, and may designate any area in the city as a landmark district, or architectural conservation district and may amend any such designation as herein provided upon a finding by the commission that the designation or amendment meets any of the following criteria:

(A) inclusion in the National Register of Historic Places as provided in the National Historic Preservation Act of 1966

(B) structures, sites, objects, man-made or natural, at which events occurred that have made an outstanding contribution to, and are identified prominently with, or which best represent some important aspect of the cultural, political, economic, military, or social history of the city, the commonwealth, the New England region or the nation

(C) structures, sites, objects, man-made or natural, associated significantly with the lives of outstanding historic personages

(D) structures, sites, objects, man-made or natural, representative of elements of architectural or landscape design or craftsmanship which embody distinctive characteristics of a type inherently valuable for study of a period, style or method of construction or development, or a notable work of an architect, landscape architect, designer, or builder whose work influenced the development of the city, the commonwealth, the New England region, or the nation.

## 6.1. BOSTON FREEDOM TRAIL TIMELINE

- 1625: First settlement of Shawmut Peninsula by Rev. William Blackstone; house at Spruce and Beacon Streets (MHC: 5)
- 1629: Massachusetts Bay Company established first settlement at Charlestown  
• ***Great House Site***
- 1630: Massachusetts Bay Company moves from Charlestown to Shawmut at invitation of Blackstone; locus of settlement on Washington and State Streets, Dock Square (MHC: 5)  
• ***Boston Common***  
• ***Blackstone Block***  
• ***Spring Lane*** (consistent water source primary reason for move)
- 9/17/1630: Settlement formally named Boston
- 1630: ***King's Chapel Burying Ground*** established as city's first
- 1632: Fortification erected at Fort Hill (MHC: 5)
- 1634: Beacon established on ***Beacon Hill*** as early lighthouse (MHC: 5)
- 1634: ***Boston Common*** established (formerly lands of Blackstone)
- 1637: ***Harvard College*** established in Cambridge
- 1638: ***Phipps Street Burying Ground*** established in Charlestown
- 1641: English Civil War disrupted trade in English ships; stimulated Colonial commerce, ship building, West Indies trade (MHC: 6)
- 1643: North Cove enclosed as Mill Pond (MHC: 6)
- 1646: North Battery constructed; now beneath Atlantic Ave at Battery Wharf (MHC: 9)
- 1660: ***Copp's Hill and Granary Burying Grounds*** established
- 1676: Major fire sweeps Boston (1)
- 1679: Major fire sweeps Boston (2)
- ca. 1680: ***Paul Revere House*** constructed as home of merchant Robert Howard
- 1683: Major fire sweeps Boston (3)
- 1686: King James revokes Mass. Bay Charter; installs Sir Edmund Andros as royal governor
- 1688: ***King's Chapel*** established as first Anglican church in Boston



- ca. 1688: Foster-Hutchinson Mansion House constructed at *North Square*
- 1689: Andros forced to resign
- 1690-1691: Major fires sweep Boston (4, 5)
- 1702: Major fire sweeps Boston (6)
- 1710: *Long Wharf* constructed along current State Street to remains of Barricado (now Atlantic Ave.), providing deep-water access for first time (MHC: 6)
- 1710: *Pierce-Hichborn House* constructed at North Square
- 1711: Great Fire sweeps Boston (7)
- 1711: *Ebenezer Clough House* constructed at North Square
- 1711-1712: *Old Corner Bookstore* constructed as Thomas Crease house and apothecary shop
- 1712-1713: *Old State House* constructed to serve royal, provincial, and city governments
- ca. 1714: *Union Oyster House* constructed
- 1716: Peter Sargent House becomes royal governor's residence or Province House  
• *Province House steps*
- 12/29/1723: *Old North (Christ) Church* opened for Anglican Church of England congregation
- 1729: *Old South Meetinghouse* constructed for Puritan Congregationalists
- 1733: Molasses Act passed
- 1740-1742: *Faneuil Hall* constructed; donated by Peter Faneuil; marketplace and town house
- 1743: Peak Colonial period population of 16,382, which was highest in colonies, achieved (MHC: 6)
- 1749: *Shirley Eustis House* erected in Roxbury
- 1749-1754: *King's Chapel* constructed as Anglican church in Puritan town; Peter Harrison
- 1756: *Central Burying Ground* established on Boston Common
- 1756-1763: French & Indian War drains British treasury
- 1759-1760: Major fires sweep Boston (8, 9)
- 1761: James Otis argues against Writs of Assistance in court trial at *Old State House*; first act of resistance.  
*refer to Barnstable origins??*

- 1763: **Faneuil Hall** dedicated to cause of Liberty by Otis
- 5/1764: Doctrine of “no taxation without representation” formulated in protest of Sugar Act  
 • **Faneuil Hall**
- 1765: Stamp Act passed; riots in Boston and elsewhere  
 • **Faneuil Hall**
- 1766: Stamp Act repealed  
 • **Boston Common** (celebrated here; organized by Paul Revere)
- 1767: Townshend Acts passed; non-importation boycott initiated  
 • **Faneuil Hall**
- 6/10/1768: John Hancock’s ship seized;  
 • **Long Wharf??**
- 10/1/1768: British troops occupy Boston; land at **Long Wharf**
- 3/5/1770: **Boston Massacre**; site adjacent to **Old State House**
- ca. 1770: **Ebenezer Hancock House** constructed for John Hancock’s brother
- 1772: Committees of Correspondence formed over dispute re: Gov. Hutchinson salary  
 • **Faneuil Hall**
- 12/16/1773: Boston Tea Party;  
 • **recreated Tea Party site**;  
 • began **Old South Meeting House**  
 • **Faneuil Hall**
- 1774: Intolerable Acts passed in response to Tea Party
- 1774: Minute Men organized
- 9/1774: First Continental Congress meets in Philadelphia
- 4/19/1775: Paul Revere’s ride; battles of Lexington and Concord; Siege of Boston begins;  
 • **Paul Revere House**  
 • **Minute Man National Park**;  
 • **Old Manse**;  
 • **Lexington Green**;  
 • **Route of Revere/Dawes rides**
- 6/1775: **Roxbury High Fort** erected by Colonial troops
- 6/17/1775: Battle of Bunker Hill  
 • **Bunker Hill Monument**

- 7/2/1775: Gen. Washington arrives in Cambridge to take command of American troops  
• ***Longfellow House NHS, Brattle Street (Tory Row)***
- 3/4/1776: Dorchester Heights fortified by colonists  
• ***Dorchester Heights NHS***
- 3/17/1776: British and colonial loyalists forced to evacuate Boston  
• ***Dorchester Heights NHS***
- 7/4/1776: Declaration of Independence signed in Philadelphia
- 1781: Battle of Yorktown (Virginia) surrender of British Army
- 1783: Peace Treaty signed
- 1785: ***King's Chapel*** reorganized as first Unitarian Church in nation
- 1786: Causeway bridge to Charlestown
- 1795-1798: Massachusetts State House constructed; Charles Bulfinch architect
- 1795: Mt. Vernon Proprietors formed to develop ***Beacon Hill***
- 1797: ***U.S.S. Constitution*** launched
- 1800: Boston population just under 25,000
- 1800: ***Boston Naval (Charlestown) Shipyard*** established
- 1804: Annexation of South Boston
- 1806: ***Faneuil Hall*** enlarged by Charles Bulfinch
- 1806: ***African Meeting House*** erected on north side of Beacon Hill; Asher Benjamin architect
- 1809: ***Park Street Church*** constructed; Peter Banner architect
- 1822: Boston incorporated as City
- 1824-1826: ***Quincy, North, and South Markets*** constructed; Alexander Parris
- 1825-1842: ***Bunker Hill Monument*** erected
- 1830: Boston population of 61,392
- 1837-1847: ***U.S. Customs House*** erected as highly visible symbol of Boston's economic prosperity and key role of maritime trades; Ammi B. Young architect
- 1846-1851: ***Boston Athenaeum*** constructed

- 1850: Boston population of 136,881
- 1862: ***Boston City Hall*** constructed, replacing ***Faneuil Hall***
- 1867: Annexation of Roxbury
- 1869: Annexation of Dorchester
- 1872: Great Fire destroyed much of Boston's downtown area
- 1897: ***Shaw Memorial*** placed in Boston Common opposite State House
- 1900: Boston population of 560,890
- 1902: ***Dorchester Heights Memorial*** erected in South Boston; Peabody & Stearns architects
- 1920: North End population is 90% Italian
- 1951: Freedom Trail established

# CURRENT FREEDOM TRAIL SITES

Boston Common	5		4	5	5		0	0	0	3	0	0	0
<i>Shaw Memorial</i>	0		3	0	5		0	3	0	5 BHT	0	0	3
<i>Central Bury Gr.</i>	0		0	5	3		0	0	0	0	0	0	0
Bunker Hill Mon.	0		5	3	5		0	0	0	0	0	3	0
Copp's Hill B. Gr. Hull Street	0		3	5	3		3	3	0	5	0	0	0
Faneuil Hall	5		3	5	5		0	5	5	5	5	5 WHT	5
1st School Site School Street	0		0	5	0		0	3	0	0	0	0	5
Granary Bur. Gr. 83- 115 Tremont St.	5		0	5	4		0	0	0	3	0	5 WHT	0
King's Chapel, 38 Tremont St.	3		0	5	5		5	4	0	2	0	0	3
K. C. Burying Gr. 34-36 Tremont St.	0		0	5	5		0	0	0	0	0	0	0
Mass. State House Beacon Street	3		0	0	5		0	4	4	0	0	5 WHT	3
<i>J. Hancock site</i>	5		0	5	5		0	0	0	0	0	0	0
<i>Hutchinson Stat.</i>	0		0	5	3		5	0	0	0	0	5 WHT	3
<i>Dyer Statue</i>	0		0	5	3		5	0	0	0	0	5 WHT	3
Massacre Site State Street	5		4	3	0		0	0	2	3	0	0	0
Old Corner Book 281-283 Wash. St.	0		0	5	5		0	5	0	0	0	5 WHT	5
Old North Church 193 Salem Street	5		2	5	5		3	3	0	0	3	0	0
Old South Mhse. 308 Wash. St.	5		2	5	5		5	3	0	0	0	5 WHT	3
Old State House 208 Washington St	5		0	5	5		0	0	5	0	0	0	0
Park St. Church 117- 123 Tremont St	0		0	0	5		4	5	0	3	0	0	5

Paul Revere Hse. 19 North Square	5		3	5	5	0	0	4	3	0	2	3	WHT	3
USS Constitution Charlestown N. Yd.	0		5	0	3	0	0	0	0	0	0	0		0

# RELATED SITES IN IMMEDIATE VICINITY OF EXISTING FREEDOM-TRAIL

Adams, Sam. Hse. Site; Winter Place	5		0	5	0	0	0	0	0	0	0	0		0
Austin, Francis Hs. 58 High Street CHS	0		0	0	4	0	0	4	0	0	0	0		0
Beacon Hill HD	0		0	3	5	5	5	5	5	5	BHT	5	WHT	5
Adams, C. F. Hse.	0		0	0	0									
African Mthgse.	0		0	0	3	5	5	5	0	5	BHT	0	5 WHT	
Alcott, L. May H.	0		0	0			0	5	0	0	0	0	5 WHT	5
Charles St. Mtg.	0		0	0	4	3	0	0	0	5	BHT	0	0	0
Coburn Game H.	0		0	0										
Heyden, L/H. H.	0		0	0	0	0	5	5	0	5	BHT	0	5 WHT	0
Harding, Chester	0		0	0										
Hill House	0		0	0										
Howe, SG/JW H.	0		0	0	0	0	5	5	0	0	0	5 WHT	5	
Middleton, G. H.	0		0	0	0	0	3	3	0	5	BHT	0	0	0
Nell, Wm. C. H.														
Nichols, Rose H.	0		0	0								5 WHT		
Otis, HG Hse #2	0		0	0	5	0	5	5	3	0	0	0	0	0
Otis, HG Hse #3	0		0	0	5	0	5	5	3	0	0	0	0	0
Parkman, F. H.	0		0	0	4	0	5	5						

<i>Phillips School</i>	0	0	0	0				5	0	0	5 BHT	0	3	3
<i>Sears, David H.</i>	0	0	0	0	5			5	0	0	0	0	0	3
<i>Smith, Abiel Sc.</i>	0	0	0	0	3			3	0	0	5 BHT	0	3	3
<i>Smith, John J. H.</i>											5 BHT			
<i>Smith Court</i>											5 BHT			
<i>Sunner, Ch. H.</i>														
<i>Womens' City Cl.</i>	0	0	0	0	4			0	0	5	0	0	5 WHT	3
<i>Vilna Shul</i>	0	0	0	0	3			5	0	5	0	5	0	0
<i>Blackstone Block</i>	5	0	0	5	5			0	0	5	0	0	0	3
<i>Boston Stone</i>	0	0	0	5	0			0	0	3	0	0	0	0
<i>Gr. Dragon Tav. Site; 81 Union St.</i>	5	0	0	5	0			0	0	5	0	0	0	0
<i>Hancock, Eb. H. 10 Marshall St</i>	0	0	0	5	5			0	0	0	0	0	0	0
<i>Union Oyster H. 41 Union St</i>	5	0	0	5	5			0	0	4	0	0	0	2
<i>Benj. Franklin Boyhood home</i>	0	0	0	5	0			0	0	0	0	0	0	0
<i>Boston Atheneum 10 1/2 Beacon St.</i>	2	2	0	0	4			5	0	0	0	0	0	5
<i>Boston Naval Shyd Charlestown</i>	0	5	0	0	5			0	0	0	0	0	0	0
<i>USS Cassin Young</i>	0	5	0	0	0			0	0	0	3	0	0	0
<i>Bulfinch Triangle North Station</i>	0	0	3	4	4			0	0	5	0	0	0	0
<i>Charles River Basin HD</i>	0	3	3	4	4			0	0	3	0	0	0	0
<i>Chas'town/North Washingt'n Bridge</i>	0	0	0	3	3			0	0	2	0	0	0	0
<i>Ch. Training Field Winthrop Sq. CHS</i>	3	5	5	4	4			0	0	0	0	0	0	0

Church Green HD 101-113 Summer St	0	0	0	3	4	0	0	0	4	0	0	0	0	0	0
City Sq. HD/ Great Hse. site, Chstown	5	3	5	5	3	4	0	0	0	0	0	0	0	0	0
Commercial Palace HD; Bedford/Summ	0	0	0	3	0	0	0	0	5	0	0	0	0	0	0
Cordis Street Area Charlestown	0	0	0	3	3	0	3	0	0	0	0	0	0	0	0
Customs House State Street	0	0	0	5	0	0	0	0	5	0	0	0	0	0	0
Everett, Ed. House 16 Harvard St. CHS	0	0	3	4	0	0	0	0	0	0	0	0	0	2	0
Franklin Print Press Site; 17 Court	0	0	5	0	3	0	0	3	0	0	0	0	0	3	0
Goodwin, Ozias Hse. 7 Jackson, N. End															
House; 57 Bartlett Charlestown	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0
House; Dexter Row Charlestown	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0
Lawrence Model Lodging; E. Canton	0	0	0	4	0	0	5	0	0	0	3?	?			
Liberty Square Bld 55 Kilby Street															
Liberty Tree Block Washington/Essex	3	0	3	5	0	0	0	0	5	0	0	0	0	0	0
Locke-Ober Club 3- 4 Winter Place	0	0	0	4	0	0	5	0	3	0	0	0	0	3	0
Mass. General Hosp Bulfinch Building	0	0	0	5	0	0	5	0	3	0	0	0	0	5	0
<i>Ether Dome</i>															
Monument Square Charlestown	0	3	0	4	0	0	0	0	0	0	0	0	0	0	0
Monument Ave. Charlestown	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0





Province Hse. site Washington Street	3	0	5	5	0	4	2	0	0	0	0	0
Province Hse. step Province Street	3	0	5	5	0	4	2	0	0	0	0	0
Quincy Market	0	0	0	5	0	3	5	0	0	0	0	0
Revere Goldsmith Shop Site; Wash.	0	0	3	0	0	0	5	0	0	0	0	0
Royal Cust Hse Site; Congress/State	0	0	5	0	0	0	5	0	0	0	0	0
Royal Ex. Tav. Site; Congress/State	0	0	3	0	0	3	3	0	0	0	0	0
St. Joseph's Ch. 68 Card. O'Con'll Way	0	0	3	4	5	5	0	0	5	0	0	0
St. Leonard's Chur. Prince St. NEnd	0	0	0		5	3	0	0	3	3 WHT	0	0
St. Paul's Church 136 Tremont Street	0	0	0	5	3	0	0	0	0	0	0	0
St. Stephen's Ch. 401 Hanover St. NE	0	0	0	5	3	0	0	0	3	0	0	0
Savage, Thms. Hse. Site; Dock Square			3									
Sears Crescent 65 Cornhill Street	0	0	0	4	0	0	3	0	0	0	0	3
Town Hill HD Charlestown	0	0	5	3	0	0	0	0	0	0	0	0
Austin Block	0	0	0	3	0	3	4	0	0	0	0	4
Warren Tav.		0	5	3	0	3	4	0	0	0	0	3
Waterfront/Whfs.	5	5	5	5	0	5	5	0				
Broad Street IID	0	0	0	5	0	0	5					
Central Wharf 146-176 Milk St.	0	0	0	5	0	0	5					
Commercial Wh	0	0	0	5	0	0	5	0	0	0	0	0

<i>Fulton-Comm. St. Hist. District</i>	0	0	0	0	5	0	0	0	5	0	0	0	0
<i>Griffin's Wharf Teaparty Site</i>	5	0	5	0	0	5	0	0	5	0	0	0	0
<i>Lewis Wharf</i>	0	0	0	4	0	0	0	0	5	0	0	0	0
<i>Long Wharf/CH</i>	3	5	5	4	0	0	0	0	5	0	0	0	0
<i>North Battery Si.</i>	3	5	5	2	0	0	0	0	0	0	0	0	0
<i>Russia Wharf 340-518 Atlantic</i>	0	0	0	3	0	0	0	0	3	0	0	0	0
<i>South Battery Si.</i>	3	5	5	2	0	0	0	0	0	0	0	0	0
<i>State St. Block</i>	0	0	0	4	0	0	0	0	5	0	0	0	0
<i>Union Wharf</i>	0	0	0	4	0	0	0	0	5	0	0	0	0
Winthrop Gv. John Hse Site; 294 Wash.	5	0	5	3	0	2	3	0	0	0	0	0	0

**POSSIBLE RELATED SITES OUTSIDE BOSTON PROPER**

Blake, James House 735 Columbia Rd. D	0	0	5	5	0	0	0	0	0	0	0	0	3
B. Harb. Isllds (arc)	3	4	5	3	0	4	2	0	0	0	0	0	0
<i>Boston Light</i>	0		5	5	0	0	3	0	0	0	0	0	0
<i>Ft. Warren</i>	0	5	4	3	0	0	0	0	0	0	0	0	0
Charles St. AME Ch. 551 Warren St. ROX	0	0	0		4	3	0	5	0	0	0	0	0
Clapp, Wm. House 195 Boston St. DOR	0	0	0	5	0	0	0	0	0	0	0	3	3
Clapp, Roger House 199 Boston St. DOR	0	3	5	5	0	0	0	0	0	0	0	0	0
Dorch. Hts. NHS Thomas Pk. SBos	5	5	5	5	0	0	0	0	0	0	0	0	0

Dorch. N. Br.Gr. Columbia Rd. DOR	0	2	4	3	0	0	0	0	0	0	0	0	0
Dorch-Milton Lower Mills HD	0	0	3	4	0	0	5	0	0	0	0	0	0
Eliot Sq. HD ROX	3	3	4	5	5	3	0	2	0	0	0	3	0
<i>Burying Grnd.</i>	0	0	5	5	3	3	0	0	0	0	0	0	0
<i>First Church</i>	0	0	5	5	4	3	0	2	0	0	0	3	0
<i>Dillaway-Thos.</i>	2	3	4	4	0	0	0	0	0	0	0	0	0
Fort Independence Castle Island SBos	0	5	3	4	0	0	0	0	0	0	0	0	0
Garrison, WL Hse. 125 Highland St. R													
Hale, Edward E. Hse 12 Morley St. ROX													
McKay House 78-80 White St; E. Boston													
NE Hosp Women/ Chld. 55 Dimock R													
Pierce, Robt. House 24 Oakton St. DOR	0	0	4	5	0	0	0	0	0	0	2	3	0
Roxbury High Fort Highland Pk. ROX	3	5	3	5	0	0	0	0	0	0	0	0	0
Shirley Eustis Hse. 31 Shirley St. ROX	2	3	5	5	0	0	0	0	0	0	0	3	0
Trotter, W. Munroe 97 Sawyer St. DOR													

# POSSIBLE RELATED SITES IN NEARBY TOWNS





# CURRENT FREEDOM TRAIL SITES

Boston Common	1634	viii, 107-108	2/27/87	7/12/72		5/10/77	
<i>Shaw Memorial</i>	1897						BHT
<i>Central Bury Gr.</i>	1756	108					
Bunker Hill Mon.	1825-1842	38-41, 349	10/15/66	10/15/66	4/1/66		
Copp's Hill B. Gr. Hull Street	1660	109-110		4/18/74			
Faneuil Hall	1740-61;1806	12, 194-226	10/15/66	10/15/66		10/10/78	MA163/WHT
1st School Site School Street	1645	100-101					
Granary Bur. Gr. 83- 115 Tremont St.	1660	109		5/1/74; Park St. District			WHT
King's Chapel, 38 Tremont St.	1749-1754	13, 288-296	5/2/74	5/2/74	4/1/66		
K. C. Burying Gr. 34-36 Tremont St.	1630	109		5/2/74			
Mass. State House Beacon Street	1795-1798		10/15/66	10/15/66	4/1/66		WHT
<i>J. Hancock site</i>	1737-1863	96					
<i>Hutchinson Stat.</i>	1922						WHT
<i>Dyer Statue</i>	1959						WHT
Massacre Site State Street	3/5/1770	98					
Old Corner Book 281-283 Wash. St.	1711-1718	13, 280-287		4/11/73	6/9/70		WHT
Old North Church 193 Salem Street	1723	13, 245-264	10/15/66	10/15/66	4/1/66	1994?	MA-500
Old South Mthse. 308 Wash. St.	1729-1730	13, 297-344	12/30/70	12/30/70	6/25/65	1994?	WHT
Old State House 208 Washington St	1712-1713	12, 121-193	10/15/66	10/15/66		1994?	
Park St. Church 117- 123 Tremont St	1809			5/1/74 HD			MA-631

Paul Revere Hse. 19 North Square	ca. 1680	12, 227-239	10/15/66	10/15/66		MA491/WHT
USS Constitution Charlestown N. Yd.	1797		10/15/66	10/15/66		MA-2-84

# RELATED SITES IN IMMEDIATE VICINITY OF EXISTING FREEDOM TRAIL

Adams, Sam. Hse. Site; Winter Place	18th cen.	95				
Austin, Fr. B. Hse. 58 High St. CHAS	ca. 1860s		10/21/88			
Beacon Hill HD	1800-1850		10/15/66 HD	10/15/66 HD	12/2/55 HD	
Adams, C. F. Hse.	early 19th c.	no				
African Mthgse.	1806	no	9/19/74	10/7/71		M2-74; WHT/BHT
Alcott, L. May H.		no				WHT
Charles St. Mthg.	1807	no	10/15/66	10/15/66		MA-544/BHT
Coburn Game H.		no				BHT
Heyden, L/H. H.		no	10/15/66			WHT/BHT
Harding, Chester		no	10/15/66	10/15/66		
Hill House		no	10/15/66	10/15/66		
Howe, SG/JW H.	1806	no	9/19/74	9/19/74		WHT
Middleton, G. H.	1797	no				BHT
Nell, Wm. C. Hse.			5/11/76			





Charles River Basin HD	19th-20th c.	no			12/22/78			
Chas'town/North Washingt'n Bridge	1899	no						
Ch. Training Field Winthrop Sq.	17th cen.	347						
Church Green HD 101-113 Summer St		no				10/2/79		
City Sq. HD/ Great Hse. site, Chstown	1632	347				6/23/92		
Commercial Palace HD; Bedford/Summ	19th cen.	no			9/5/85DOE			
Cordis Street Area Charlestown	19th cen.	no						
Customs House State Street	1847/1915	no			5/11/73 HD	9/2/86		MA-789
Everett, Ed. House 16 Harvard St. CHS	1812							
Franklin Print Press Site; 17 Court								
Goodwin, Ozias Hse. 7 Hackson, N. End					6/23/88			
House, 57 Bartlett St. Charlestown	ca. 1805							
Houses, Dexter Row Charlestown	ca. 1836							
Lawrence Model Lodging; E. Canton	19th cen.				9/22/83	11/14/83		
Liberty Square Bld 55 Kilby Street					10/19/83			
Liberty Tree Block Washington/Essex	1850	97			12/9/80 HD	4/9/85		
Locke-Ober Club 3- 4 Winter Place	ca. 1832				7/24/86			
Mass. General Hosp Bulfinch Building	1818-1821			12/30/70	12/30/70			

<i>Ether Dome</i>				10/15/66	10/15/66			
Monument Square Charlestown	19th cen.	349-370		6/2/87 HD 10/11/90 HD				
Monument Ave. Charlestown	19th cen.							
Newspaper Row	19th cen.	94		7/7/83 HD				
<i>Franklin Brtlpl</i> <i>17 Milk Street</i>	1874	94		7/7/83 HD				WHT
N. Bennett St. Sch. 37-39 N.B. St. NEnd	1874	no						WHT
North End Union 20 Parmenter St.	1892							WHT
North Square NEnd	17th cen. ff	225ff						
<i>Clarke-Frankl.</i> <i>Hse Site; Garden Ct.</i>	1713	95						
<i>Clough, Eb. Hse.</i> <i>21 Unity Street</i>	1711	265		5/4/90 DOE				MA-342/A
<i>Copp's Hill Ter.</i> <i>Comm'l/Charter St</i>		no		4/19/90				
<i>Foster-Hutch.</i> <i>Hse Site Garden Ct.</i>	ca. 1688	95						
<i>Mariner's Hse.</i> <i>11 North Square</i>	1847	239						WHT
<i>Pierce-Hitch. H.</i> <i>29 North Square</i>	1710	244		11/24/68				MA-499
Old City Hall 45 School Street	1862-1865	no		12/30/70				MA-860
<i>Benjamin</i> <i>Franklin Statue</i>	1856	no						
<i>Josiah Quincy</i> <i>Statue</i>		no						
Old West Church 131 Cambridge St	1805-1806	no		12/30/70				MA-279
Oliver Stamp Office Site, Liberty Sq.	18th cen.	98						

Otis, HG Hse #1 141 Cambridge St	1795-96	no		3/1/71		6/25/65		MA-845
Peabody, Eliz. Book 13-15 West Street	early 19th c.	no						WHT
Phipp's St. B. Gr. Phipp's St. CHAS	1638	346		5/15/74				
Province Hse. site Washington Street	1679/1728	98-99						MA-816
Province Hse. step Province Street	1679/1728	98-99						MA-2-11
Quincy Market	1824-1826	25	11/13/66	11/13/66				
Revere Goldsmith Shop Site; Wash.	18th cen.							
Royal Cust Hse Site; Congress/State	18th cen.	99						
Royal Ex. Tav. Site; Congress/State	18th cen.	99						
St. Joseph's Ch. 68 Card. O'Con'll Way	1824	no						
St. Leonard's Chur Prince St. N End	1873	no						WHT
St. Paul's Church 136 Tremont Street	1819	no	12/30/70	12/30/70				
St. Stephen's Ch. 401 Hanover St. NE	1804	no		4/14/75				WHT
Savage, Thms. Hse. Site; Dock Square	1706-1707	100						
Sears Crescent 65 Cornhill Street	1848	no		8/9/1986				
Town Hill HD Charlestown	19th cen.	346-347		5/11/73				
<i>Austin Block</i> 90-92 Main St.	1820	no					1/13/81	
<i>Warren Tavern</i>	ca. 1780	no						
Waterfront/Whfs.	no							

<i>Broad Street HD</i>	early 19th c.				5/11/73		11/1/83	
<i>Central Wharf 146-176 Milk St.</i>	1816							
<i>Commercial Wh</i>	1834							
<i>Fulton-Comm. St. Hist. District</i>	early-mid 19th cen.				3/21/73 HD			
<i>Griffin's Wharf Teaparty Site</i>	12/16/1773	97						
<i>Lewis Wharf</i>	1836-1838							
<i>Long Wharf/CH</i>	1711/1740		11/13/66		11/13/66			
<i>North Battery Si.</i>	1673	101						
<i>Russia Wharf 340-518 Atlantic</i>	1897				12/2/1980			
<i>South Battery Si.</i>	1673	101						
<i>State St. Block</i>	1858							
<i>Union Wharf</i>	1845	no			6/22/80			
<i>Winthrop Gv. John Hse Site; 294 Wash.</i>	ca. 1630	97						

**POSSIBLE RELATED SITES OUTSIDE BOSTON PROPER**

<i>Blake, James House 735 Columbia Rd. D</i>	ca. 1648	372			5/1/74		4/25/78	MA-560
<i>B. Harb. Islids (arc)</i>					12/21/85			
<i>Boston Light</i>				10/15/66	10/15/66			
<i>Ft. Warren</i>				9/6/1970	10/15/70			

Charles St. AME Ch. 551 Warren St. ROX					9/1/83				
Clapp, Wm. House 195 Boston St. DOR	1806	372			5/2/74			MA-447	
Clapp, Roger House 199 Boston St. DOR	1635/1765	372			5/2/74			MA-190	
Dorch. Hts. NHS Thomas Park SBos.	1776	vi, 13, 394	10/15/66		10/15/66				
Dorch. N. Br.Gr. Columbia Rd. DOR	17th cen.	no			4/18/74		11/1/83		
Dorch-Milton Lower Mills HD	17th-20th c.	no			4/2/80				
Eliot Sq. HD ROX	17th-19th c.	375-376			4/23/73				
Burying Ground	17th cen.	375-376			6/25/74		12/8/82		
First Church	1804	375-376			4/23/73			MA-557	
Dillaway-Thos.	1750-1754	375-376					9/2/86	MA-558	
Fort Independence Castle Island SBstn	1801	101; 393			10/15/70			MA-570	
Garrison, WL Hse. 125 Highland St. R			10/15/66		10/15/66				
Hale, Edward E. Hse 12 Morley St. ROX	ca. 1835	no			5/8/73				
McKay House 78-80 White St; E. Boston					6/2/82		5/10/77		
NE Hosp Women/ Chld. 55 Dimock RX			7/14/91		2/21/85 HD				
Pierce, Robt. House 24 Oakton St. DOR	ca. 1640	371-372			4/26/74				
Roxbury High Fort Highland Pk. ROX	1775	375-379			4/23/73				
Shirley Eustis Hse. 31 Shirley St. ROX	1749	13, 379-92	10/15/66		10/15/66		Eustis St. HD 12/8/82	MA-257	
Trotter, W. Munroe 97 Sawyer St. DOR			5/11/76		5/11/76		10/25/77		

**POSSIBLE RELATED SITES IN NEARBY TOWNS**

Adams NHS, Quincy 135-181 Adams St	1731	453-457	10/15/66	10/15/66		6/16/75 HD	MA-215/615
Adams, J. birthpl. 133 Franklin St. QU	1681	453-457	10/15/66	10/15/66		6/16/75 HD	MA-596
Adams JQ Birthpl. 141 Franklin St. QU	1716	453-457	10/15/66	10/15/66		6/16/75 HD	MA-597
Apthorpe, Rev. Hse Linden St. CAM	1760	400-426		1980			
Buckman Tavern Bedford St. LEX	ca. 1690	437-439	10/15/66	10/15/66			
Cambridge Common	17th cen.	400-426		4/13/73			
Christ Church Garden St. CAM	1760	400-426	10/15/66	10/15/66			
Fairbanks House East St. Dedham	1636-1638	427-430	10/15/66	10/15/66	4/1/66		
First Parish Br. Gr. Common St. WAT	17th cen.	481-482					
Ft. Washington Waverley St. CA	1775	400-426		4/3/73		3/8/82	
Fowle, Edmund Hs. 26 Marshal St. WAT		481-482		11/11/77			
Great Bridge Site Cambridge	17th cen.			12/22/78			
Hancock/Clarke H. 35 Hancock St. LEX		437-439	7/17/71	7/17/71			
Harvard Yard Cambridge	17th cen.	400-426	12/30/70	12/30/70			
Lechmere Point Cambridge		400-426					
Lexington Green	17th cen.	437-439	10/15/66	10/15/66			
Locke, Capt. Benj. 21 Appleton St. AR		103-104		7/21/78			
Longfellow NHS 105 Brattle St. CAM	1759	422-425	10/15/66	10/15/66		12/13/76	MA-169

Minuteman NHS Concord/Lexing.		vii	10/15/66	10/15/66				
Munroe Tavern Mass. Ave. LEX		437-439		4/26/76				
Quincy, Col. Josiah 20 Muirhead St. QU	ca. 1770	451-470		5/28/76			MA-2-24	
Quincy, Dorothy H. 34 Butler Rd. QU	early 18th c.	451-470		7/1/71	4/1/66	6/16/75		
Quincy Granite RR Bunker Hill Lane	1826	451-470		10/15/73			MA-150	
Royal, Isaac House 15 George St. MED	1747-1750	440-450	10/15/66	10/15/66				
Saugus Iron Works NHS, Central St.	1646	471-475	10/15/66	10/15/66				
Tufts, Peter House 350 Rvrside. MED	1678	440-450	11/24/68	11/24/68				
Winthrop Furnace Site Quincy	1644	451-470		9/20/77				



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**THE FREEDOM TRAIL STUDY:  
HISTORIC LANDSCAPE ISSUES**

*Prepared by  
Shary Page Berg  
Landscape Preservation, Planning and Design*





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## **1. PART 1. HISTORIC LANDSCAPE ISSUES**

### **A. Landscapes Presently Associated with Freedom Trail**

**Boston Common** (51 acres, city-owned, City Landmark, National Historic Landmark)

Today the Common reflects the character of a late nineteenth century park, but its history stretches back to 1634, making it the oldest public open space in the country. For 361 years, the Common has provided a setting for events central to the history of Boston, from rallies and celebrations to military encampments (including British troops during the Revolution). In the 1800s the utilitarian space was gradually transformed into a landscaped recreation ground. During the Civil War the Common was used for recruitment drives, abolitionist meetings, regimental farewells and later for commemoration of the dead.

Major landscape improvements were made in the early 1900s. During both world wars, the Common played a role as a place for rallies, Victory gardens and celebrations. The space continues to be used for events as diverse as political gatherings, First Night celebrations and the annual parade of the Ancient and Honorable Artillery Company. Notaries who have spoken on the Common include George Washington, Franklin Roosevelt, Martin Luther King and Pope John Paul II.

In 1991 the City of Boston approved the Boston Common Management Plan which outlined administrative policies as well as proposed improvements. The plan identified over \$10 million in capital projects and recommended an annual increase of \$350,000 over the existing operating budget to provide optimal care of park resources, particularly trees and turf. (Note: the Common does not have a separate budget so it is difficult to determine present operational funding).

The Common Management Plan also recommended that the 1987 Common and Garden sign program be completed. The plan proposed four types of signs: identification, regulation, orientation and interpretation. Orientation and interpretive signs were proposed at all five corner entrances. A series of baked enamel interpretive panels previously located on the old Common Information Center are now in one of the MBTA corridors. While the panels themselves are deteriorated, they provide valuable information.

In recent years substantial work has been accomplished on the Common including renovation of the Parkman Bandstand and the underground garage. The Parks Department is presently working on the Tremont Street edge in collaboration with the MBTA and the Department of Public Works and is establishing a partnership with Emerson College to develop appropriate programming for the bandstand. A new edition of the management plan is also being produced which will incorporate changes gained through operating experience.

Recommendations: Work with Boston Parks and Recreation Department to expand interpretation of the Common and link to the theme of freedom. Coordinate signage proposals with existing Common guidelines.

Sources: *Boston Common Management Plan* (1991) excerpts attached  
Fran Beatty, Boston Parks and Recreation Department, interview

**Bunker Hill Monument Grounds** (3.7 acres, NPS-owned, National Historic Landmark)

Park features (notably perimeter fence, sculpture, topography) should be recognized as having potential of historic value in their own right. Exhibits inside the lodge effectively convey the original character of the landscape and its importance to the battle.

### **Burial Grounds**

**Central** (1.39 acres city-owned, part of Boston Common)

**Copps Hill** (2.04 acres, city-owned, individually listed on National Register)

**Granary** (1.88 acres, city-owned, listed on National Register as part of Beacon Hill Historic District)

**King's Chapel** (.67 acres, city-owned, individually listed on National Register)

These four sites are included in the city's 19 historic burial grounds. A 1987 master plan prepared as part of the Historic Burying Grounds Initiative identified \$6.1 million in needed capital improvements system-wide. Although substantial preservation work has been done in the downtown burial grounds during the past decade, there has also been continued deterioration. Thus the \$6.1 million figure (which was in 1986 dollars) is probably still valid (see attached cost estimates).

The Parks and Recreation Department opens the gates to the downtown burial grounds daily and provides basic maintenance. As with the Common, operating costs are not broken down by individual site. There is presently a wayside exhibit in Granary (thanks to American Express funding) and another is proposed for Kings Chapel this summer. There is currently no interpretive information at Copps Hill. Park rangers conduct occasional tours.

Recommendations: Work with Boston Parks and Recreation Department to expand interpretation of the burial grounds. Coordinate signage proposals with existing guidelines.

Sources: Beth Shepherd, Historic Burying Ground Initiative, interview  
*The Boston Experience: A Manual for Historic Burying Grounds Preservation*, 1989, (excerpts attached).

## **B . Landscapes Not Presently Associated with Freedom Trail**

**City Square Park, Charlestown** (1 acre, will be operated by Department of Environmental Management, archaeological resources are a City Landmark)

The new City Square Park, presently under construction, will provide an attractive visual focus for pedestrians coming from Boston to Charlestown. Historically the site is significant as the location of the first settlement in Charlestown (1629). Park features will include two major interpretive panels as well as the reconstructed foundation of what archaeologists believe may be the Great House built by the early settlers. Panels will feature the themes of "City Square: Continuity and Change" and "History and Archaeology of the Great House/Three Cranes Tavern". See attached fact sheet for additional information.

Recommendations: Include City Square Park as a point of interest on future Freedom Trail maps, both for its interpretive interest and as a resting point along the trail.

Sources: Sandi Wolchansky, Department of Environmental Management  
Cynthia Smith, The Halvorson Company

**Copp's Hill Terraces** (.6 acres, city-owned, individually listed on National Register)

Adjacent to Copp's Hill Burial Ground. Significance due to late 19th century design by firm of Olmsted, Olmsted and Eliot. See attached inventory form. No direct ties to "freedom" theme and slightly off trail but offers spectacular views of inner harbor.

Recommendations: Include as a point of interest on future Freedom Trail maps.

**Dock and Faneuil Squares** (.92 acres, city-owned)

This area is generally perceived as the setting for Faneuil Hall rather than a separate entity but might merit a brief mention in future interpretive materials.

**John Harvard Mall, Main Street, Charlestown** (.85 acres, city-owned, included in National Register Historic District but not listed as a contributing feature)

Arthur Shurcliffe design? Adjacent to trail but not particularly welcoming, especially with Winthrop Square and the new City Square Park nearby. No action recommended.

**Paul Revere Mall/Prado** (.76 acres, city-owned, not listed on National Register)

Arthur Shurcliffe design? Recently renovated by Wallace Floyd Associates? Primarily important as a resting point along the trail, also early urban renewal. Mentioned briefly in Bahne book.

**Public Garden** (24.25 acres, city-owned, established 1839, city)

The Public Garden, established in 1837, is one of the oldest botanical gardens in the United States and a key link in the Emerald Necklace park system. It is a visually important feature adjacent to the Freedom Trail and a popular tourist destination but has no direct ties to the theme of freedom. See *The Public Garden, Boston* (1988) and Landmark Designation Report for additional historical information.

Recommendations: Continue to include the Public Garden as a point of interest on Freedom Trail maps.

**Winthrop Square (The Training Field)**, Charlestown (.88 acres, city-owned)

Much of the June 17, 1775 Battle of Bunker Hill occurred on or near this site. The area was set out in 1640 and although not called a common, apparently it functioned much as Boston Common did. Initially it was an unadorned public space used primarily for pasture and military purposes. Like the Common, it was altered dramatically over time. Today it reflects the character of a late 19th century park and serves as a passive neighborhood park and a setting for the surrounding architecture. It is also a pleasant place to rest enroute to the Bunker Hill Monument.

The attached inventory form prepared for the Boston Landmarks Commission contains additional historical information. The site has been proposed as a City Landmark.

Recommendations: Include site on Freedom Trail at least as a point of interest. Consider wayside exhibit, possibly using design similar to that at City Square Park.

## **PART 2. GENERAL RECOMMENDATIONS**

### **A. Freedom Trail as a Story**

Create Freedom Trail brochure to provide basic interpretive information in a format and at a price that is widely available. Include general thematic introduction as well as information about specific sites. Also include other relevant information necessary for visitors (phone numbers and operating hours of FT sites, location of information centers, toilets, other points of interest etc.)

Reinforce multiple aspects of the abstract theme of "freedom" through brochure at a minimum and through visitor center/exhibits, personal interpretation if possible. Renovated Parkman Bandstand might provide an opportunity for dramatic presentations, either historical or current, regarding the theme of "freedom".

Strengthen collaboration between sites on interpretive consistency and linkage.

Continue programs for school groups which comprise a substantial and very impressionable portion of the FT audience.

Clearly distinguish hierarchy of sites into Freedom Trail sites and other points of interest. It isn't clear to the casual visitor what exactly is part of the Freedom Trail.

### **B. Freedom Trail as a Wayfinding Device**

The physical line on the ground remains the most visible symbol of the Freedom Trail. Use high quality, permanent materials rather than paint.

Tie in with existing sign systems such as Boston Historic Markers Program rather than inventing new systems.

### **C. Freedom Trail as Economic Contributor/Institution**

Strengthen image of Freedom Trail. Logo?

### **D. Visitor Center**

Location - If a new visitor center is built it should be in a highly visible location, preferably along Tremont Street near (but not in) the Common as this is perceived as the starting point for the Freedom Trail. A second choice would be at Quincy Market. The Custom House is not in an ideal location and offers little advantage over the present visitor center at 15 State Street.

Scope - A visitor center serving solely the Freedom Trail is unrealistic. Most useful for visitors would be a full service city visitor center offering everything from tours and accommodations to publications to exhibits and orientation space. Clearly this would require joint sponsorship.

## ATTACHMENTS

- Excerpts from *Boston Common Management Plan*
- Excerpts from *Olmsted In Massachusetts* pertaining to Copps Hill Terraces
- City Square Park Fact Sheet
- Excerpts from *Boston Burial Grounds Master Plan*
- Boston Landmarks Commission inventory form for Winthrop Square/Training Field
- Brochure on Boston Historic Markers Program



# BOSTON COMMON MANAGEMENT PLAN

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CITY OF BOSTON, MAYOR RAYMOND L. FLYNN  
BOSTON PARKS AND RECREATION COMMISSION



WALKER•KLUESING DESIGN GROUP

### Telephones

A limited number of telephones should be added at the corner of Charles and Beacon Streets on the Common. It is desirable to replace the Common phones with a more compatible design. The Police Department will be consulted regarding the possible addition of emergency call boxes.

### Flagpole

The flagpole is a contributing aesthetic and historic element. Two alternatives are suggested, either of which would retain this feature in spirit. One is to saw off the lower rotted portion of the pole and reset the remaining pole in place. The second is replacement of the existing pole with a new wood or fiberglass pole. Due to the current structural weakness no flag should fly on the pole until it is repaired or replaced as a strong wind could potentially catch the flag and bring down the pole. After repair or replacement a suitably sized flag should be installed as should lighting for night display.

### Lighting

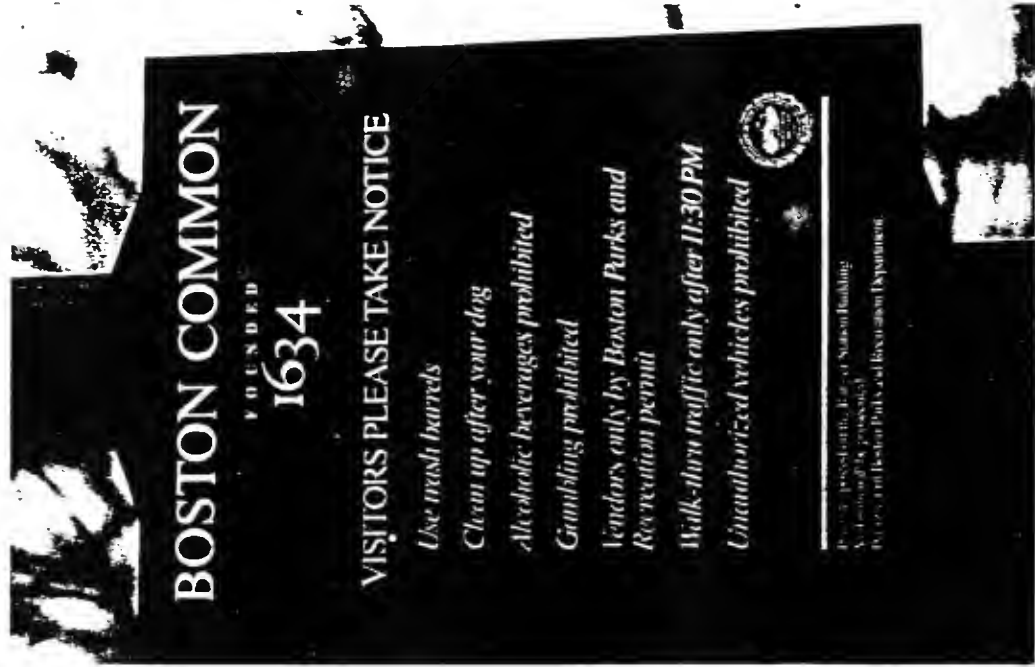
The new pedestrian lighting system has dramatically improved the sense of security on pathways and must be maintained.

An extensive lighting display is provided during the Christmas holidays by lighting up to 50 trees on the Common. This dramatic event is highly intensive in terms of labor requirements. It can be detrimental to the trees if branches are broken and limb girdling cables are left in place. The seasonal lighting of trees must be managed to avoid vegetative damage. Permanent lights must not be installed in trees.

Special lighting should be considered for the illumination of important monuments like Brewer Fountain and the Parkman Bandstand. Consideration should be given to using monuments, memorials, buildings and/or some activity areas, such as the Frog Pond, for seasonal lighting displays.

### Signs

The 1987 Common and Garden sign program outlines four categories of proposed signs: identification, regulation, orientation and interpretation. The Boston Common sign program should be completed, including orientation and interpretive elements at all five corner entrances. However, further study of the specific details of the system is recommended to achieve a highly legible but restrained effect and one consistent within the larger context of the Management Plan. Nonconforming existing signs should be removed. Old bent and illegible identification tags on trees should be removed and replaced and new trees should be tagged.



# THE COST OF REFURBISHING THE COMMON

The following budget presents opportunities and estimated costs for all capital projects and maintenance programs delineated in this plan. Both sections are listed in approximate order of priority today.

**Estimated Costs of Annual Maintenance Programs**  
The Annual Maintenance Program expenditures underscore the City of Boston's ongoing responsibility and long term commitment to maintenance and management of the Common. It is important to understand two levels of maintenance. The current standard level and the upgraded "ideal" level. Upgraded daily and cyclical care can mitigate the need for capital outlays. Examples include regular cleaning of the catch basins to avoid replacing drainage system components, and repairing building roofs early to avoid replacing them later.

## • Incremental Cost of Increased Maintenance Tree Program (based on commercial contractor's cost estimates)

Pruning	\$75,000
Removal and Emergency	15,000
Spraying	25,000
Injection	21,000
Fertilizer	40,000
Cabling (yearly for 3 years) (with \$1,000 yearly thereafter)	4,000
Aeration	<u>11,500</u>
Yearly Total for Tree Program	\$191,500
Yearly Total for Turf Program	50,000
Yearly Total for Additional Maintenance Crew	100,000

<b>Estimated Costs of Capital Improvements</b>	
• Necessary Repairs and Improvements Pathways and Furnishings	
Beacon Street Mall	\$425,000
Liberty Mall	210,000
Park Street Mall	110,000
Oliver Wendell Holmes Mall	275,000
Other Pathways	240,000
Drainage and Water Supply	<u>240,000</u>
<b>Total for Necessary Repairs and Improvements</b>	<b>\$1,500,000</b>

<b>• Capital Needs - High Priority Projects</b>	
Parkman Bandstand	\$690,000
Frog Pond	740,000
Lafayette Mall	
Boylston Street Station	315,000
Boylston to Parkman Plaza	760,000
Parkman Plaza	315,000
Parkman Plaza to Park	380,000
Park Street Station	180,000
Parade Ground	180,000
Garage Kiosks Reconstruction	945,000
Central Burying Ground	
Mound Tombs	365,000
Stone Conservation and Landscaping	<u>80,000</u>
<b>Total for High Priority Projects</b>	<b>\$4,950,000</b>

## PRIORITIES

The plan establishes broad priorities which will be implemented as annual funding is increased and capital dollars are identified. Specific projects are expected to change but will reflect established priorities criteria as set forth above in chart form. The availability of funds for a specific purpose may affect order somewhat. Each time public funds become available, a public review process will be established.

## RESOURCES OPERATING BUDGET

Annual Operating Budget: The City of Boston budget provides operation funds for the annual day to day maintenance and management of the Common, which represents 50 of 2,200 acres and one of 192 parks and playgrounds under its jurisdiction. For FY 1989-90, the total operating budget for the Boston Parks and Recreation Department, for all its properties and facilities, was allocated as follows:

Budget Item, Parks and Recreation Department	Budget (FY 89-90)	%
Grounds Maintenance/		
Horticulture	\$7,710,748	62
Park Programming	1,843,869	15
Administration	1,131,203	9
Planning and Engineering	1,055,455	8
Regional Administration	<u>758,725</u>	<u>6</u>
TOTAL (for 192 facilities)	\$12,500,000	100

• Capital Needs - Medium Priority Projects	
Pathways in General	
(Includes furnishings and visitor amenities)	\$1,210,000
Monuments, Memorials & Plaques	110,000
Improve Structures	260,000
Perimeter Fencing at Charles Street	610,000
Remove Structures	<u>160,000</u>
Total for Medium Priority Projects	\$2,350,000

Total for All Capital Improvements	\$8,800,000
Contingency (20%)	<u>1,700,000</u>
GRAND TOTAL	\$10,500,000

• Unit Cost Items (includes design, fabrication, installation and contingency)

Trees	
(4" caliper deciduous shade tree, planted)	\$900
Benches	
(concrete supports, wood seat and back, granite base)	1,800
Trash Receptacles (metal mesh)	400
Drinking Fountains	
(handicap accessible)	2,500
Sign (18x24" etched aluminum)	1,400
Replacement Perimeter Fencing (linear foot)	400

# OLMSTED IN MASSACHUSETTS: The Public Legacy

A Report of the Inventory Committee  
of the Massachusetts Association for Olmsted Parks

## EDITORS:

Eleanor M. McPeck  
Keith Morgan  
Cynthia Zaitzevsky

This publication has been assisted by grants and contributions from the Beacon Hill Garden Club to Radcliffe Seminars, the U.S. Department of the Interior, National Park Service through the Massachusetts Historical Commission, Hubbard Educational Trust, Chestnut Hill Garden Club, Worcester Garden Club and Lynne T. Brickley.

*Massachusetts Association for Olmsted Parks  
Brookline, Massachusetts, 1983*

# Copps Hill Terrace/North End Park

## General Information

**Name**  
**Historic:** Copps Hill  
**Common:** Copps Hill Terrace/North End Park  
**Olmsted Firm Job No.:** 937  
**Landscape Architect:** Olmsted, Olmsted and Eliot, 1894

**Location**  
**Surrounding Streets:** Commercial Street, Charter Street, Copps Hill Terrace, Jackson Avenue  
**Community:** North End, Boston  
**County:** Suffolk  
**Congressional District:** 9th

**Ownership/Jurisdiction**  
**Owner:** City of Boston  
**Address:** One City Hall Square, Boston, Mass.

**Geographical Data**  
**USGS Quadrangle Reference:**  
Boston, South, Massachusetts  
AMS 6768 1 SE — Series V814  
**Boundary Description:** Copps Hill Terrace/North End Park is bounded on the south by Charter Street, on the east by Jackson Avenue, on the west by Copps Hill Terrace, formerly Lime Alley, and on the north by Boston Harbor.  
**Acreage:** 3+ acres

## Existing Site Conditions

Copps Hill Terrace/North End Park lies between Copps Hill Burial Ground and Boston Harbor. The two sections of the park are divided by Commercial Street, a heavily traveled route along the waterfront. The original plan called for a bridge connecting the two, but this was never built.

**Architectural Elements**  
Copps Hill Terrace is an architectural configuration of steps, walls and terraces, with a concrete shelter

built in 1913, at the top. New lighting, in modern style, was installed in 1973. North End Park, originally designed as a beach with elaborate piers and bath houses, now contains a swimming pool and a large ball field.

## Natural Features

Vegetation on the terrace consists of grass, coniferous trees, cherries and lindens. North End Park has grass only.

## Present Land Use

Copps Hill Terrace is used as it was designed by Charles Eliot, the partner in charge of the project, as a resting place and small neighborhood park in a densely populated urban district. The park is heavily used by local residents and is increasingly visited by tourists who come to enjoy the view of the harbor.

North End Park is used for active recreation. At the most recent site visit (15 April 1983), a small carnival with ferris wheel, etc. had been set up.

## General Maintenance

The Terrace is generally well maintained but attracts graffiti. The trees are in need of pruning and some replacement planting.

## Historical Development

### Historical Significance

Although it still provides facilities for active recreation, the plan of North End Park has been so radically altered that it no longer meets National Register criteria. On the other hand, Copps Hill Terrace is significant:

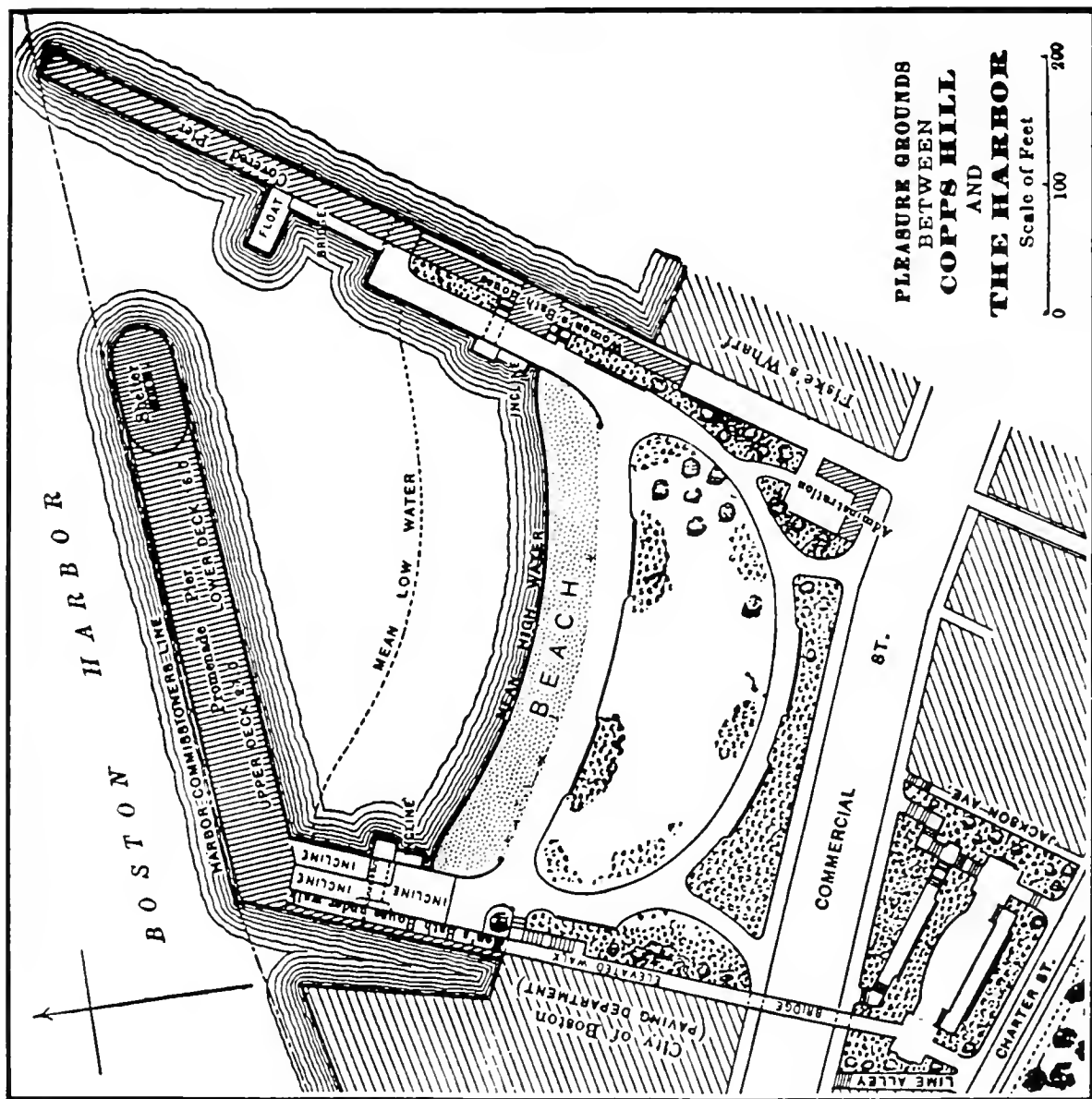
- as an example of the Olmsted firm's response to the need for recreational facilities within densely populated urban districts, and one of the five earliest such neighborhood parks in Boston;

- as a design by Charles Eliot, apprentice and later partner of Frederick Law Olmsted, Sr. Eliot was the author of the Boston metropolitan park system (now part of the M.D.C.) and son of Harvard University President, Charles W. Eliot. Copps Hill Terrace/North End Park is the only part of the Boston municipal park system designed by Eliot during his partnership in the Olmsted firm;
- because it is closely associated with other historic monuments and structures, such as the Old North Church and Copps Hill Burial Ground, and it commands views of Boston Harbor, the Charlestown Navy Yard, and the Bunker Hill Monument.

## Design Principles

Of the five small neighborhood parks designed for Boston by the Olmsted firm before 1895, only two (Charlesbank in the West End and Wood Island Park in East Boston) were part of the original scheme formulated by Olmsted and the Boston Park Commissioners. The North End, the oldest residential district in Boston, was considered, like Charlestown, to be too heavily built up for a park. In the early 1890s, a site was finally secured on the side of Copps Hill, adjoining the Copps Hill Burial Ground; on the other side of Commercial Street, wharves and warehouses were removed to form a beach. John F. ("Honey Fitz") Fitzgerald, later Mayor of Boston but then a city councillor, was the prime mover behind the acquisition of the site.

The park was designed by Charles Eliot and is the only part of the Boston municipal park system designed by him during the period of his partnership (1893-1897) in the Olmsted firm. Despite its tiny size and difficult terrain, Eliot saw the Copps Hill portion of the park as a place, similar to the promenade at Charlesbank, where adults could relax after working all day in factories: "The new terrace at the North End is to be another such evening resting place," he wrote to his wife in 1896. Early studies for the terrace in the files at Fairstead show that he originally conceived it in curvilinear



Plan for Copp's Hill Terrace and  
North End Park, circa 1894

only portion in lower  
left corner is extant



Copps Hill Terrace steps, 1982



form. Correspondence at the Library of Congress indicates that Commissioner Paul Kendrick ordered the firm to do a formal design instead. The beach section of the park was designed for active recreation and also for promenading on the elaborate covered piers.

Eliot also stated in the Park Department's Annual Report for 1894 that the plan was designed "to make this confined space afford opportunity for the greatest possible variety of modes of recreation." The terraced area was described as "a resting place commanding a view of the water."

Suggestions for improving the park were made in a 1911 report by Olmsted Brothers to the Boston Park Commissioners. These included improving the pavements, adding benches, and preserving and protecting the trees and shrubs.

*Documentation*

Fairsted: 66 plans were originally made by the firm for this project. Fairsted also has a set of City of Boston Contract Plans (blueprints), dated 1896, and 26 photographs.

Boston Park and Recreation Department, City Hall: 6 architectural and engineering plans for the park at its L-Street Bath House office.

Boston Park Department, *Annual Reports*, 1894-1912.

Library of Congress, Correspondence in the Olmsted Papers and Olmsted Associates Papers.

Charles W. Eliot, *Charles Eliot, Landscape Architect* (Boston: 1902), 484-486.

Cynthia Zaitzevsky, *Frederick Law Olmsted and the Boston Park System* (Cambridge, Mass.: Harvard University Press, 1982), 95-107.

*Evaluation*

Copps Hill Terrace remains remarkably intact, due in part to the strength of the original design and to the architectural character of the terrace. It still serves successfully as a "resting place commanding a view of the water." Eliot's proposal for a foot-

bridge linking the terrace with North End Park was never carried out, because of the construction of the elevated railway along Commercial Street. Now that the elevated has been removed, it is hoped that some future link to the waterfront will be made, thus restoring the unity of the original plan. While it would not be feasible to restore the beach at North End Park, a more attractive redesign of the recreational facilities on the site should be considered.

Current commercial and residential developments in the area suggest that the use of the terrace will increase. The following recommendations for the terrace are made: restoration of granite walls and terrace floor; replacement of damaged trees and shrubs; provision of new wooden benches with iron frames; restoration of the shelter. Although the current lighting fixtures are relatively new, future lighting more appropriate to the period of the terrace should be considered.

Researcher:  
Gretchen Schuler  
Radcliffe Seminars Landscape Design Program

LANDSCAPE AND STRUCTURAL PRIORITIES AND COST SUMMARY

	<u>URGENT</u>	<u>IMMEDIATE</u>	<u>FUTURE</u>	<u>TOTAL</u>
King's Chapel	\$ 12,250	\$ 98,400	\$ 8,700	\$119,350
Granary	63,000	136,850	123,000	322,850
Central	39,700	10,450	11,300	61,450
Copp's Hill	55,800	92,650	87,900	236,350
Phipps Street	6,900	191,630	15,950	214,480
Bunker Hill	4,100	73,900	153,900	231,900
Bennington Street	56,300	152,200	235,300	443,800
Hawas/Union	43,500	98,500	103,000	245,000
South End	191,000	195,400	70,500	457,000
Eliot	61,300	89,100	76,350	226,750
Dorchester North	7,300	299,000	129,300	435,600
Dorchester South	4,100	83,100	239,800	327,000
Walter Street	40,650	800	600	42,050
Westerly	3,800	52,400	153,700	209,900
Market Street	35,800	35,600	6,000	77,400
<hr/>				
TOTALS:	\$625,600	\$1,609,980	\$1,415,300	\$3,650,880

The above costs reflect the public bid process as required by the Parks and Recreation Department, and design and contract supervision fees for Engineer and Landscape Architectural professional services. Costs are estimated at current dollars as of February 28, 1986 and are subject to change. Gravestone conservation costs are dependent on completion of a stone-by-stone inventory for each cemetery and are not included in the figures listed here.

KING'S CHAPEL BURYING GROUND  
PRIORITIES AND COSTS

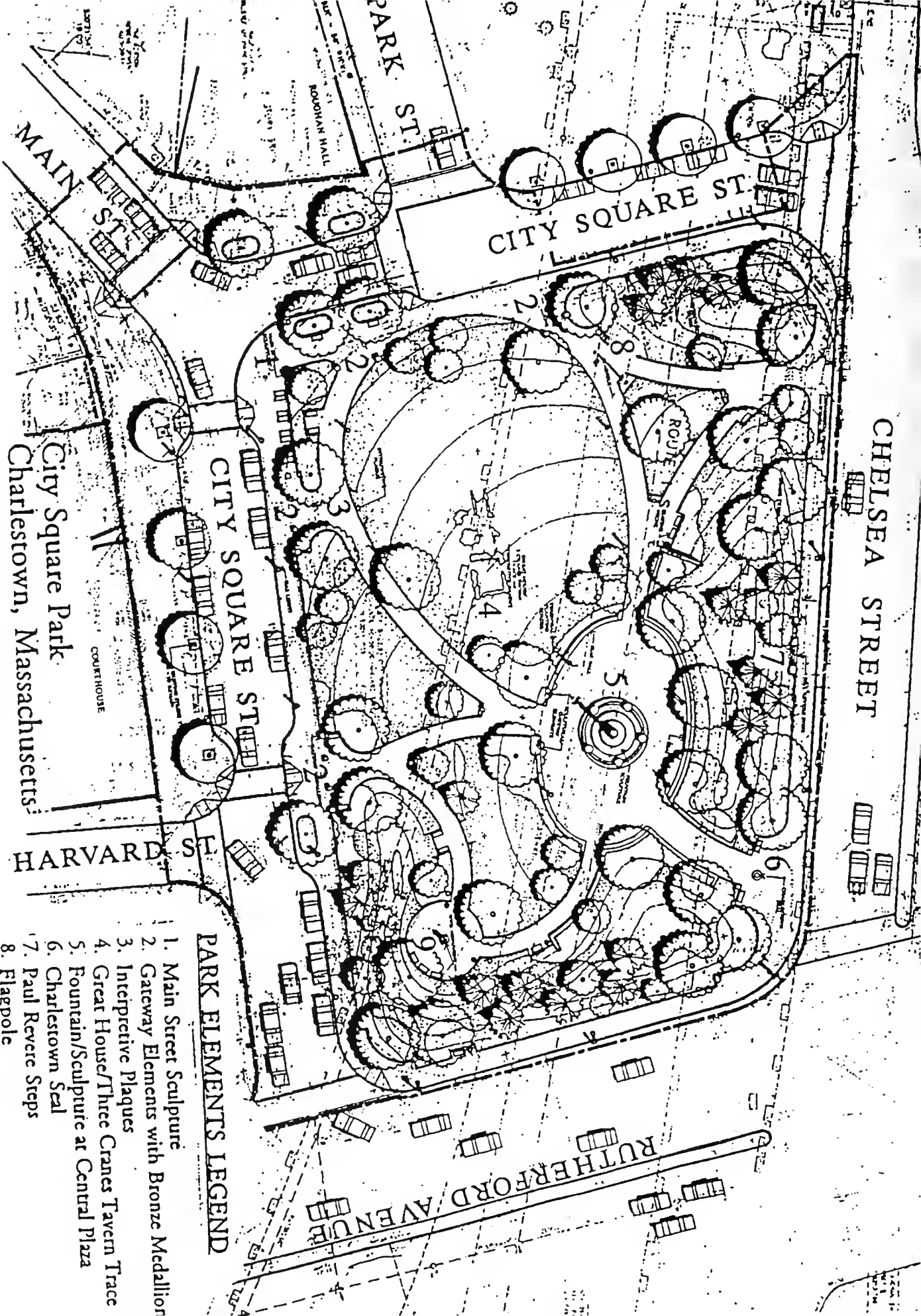
	<u>SUBTOTAL</u>	<u>TOTAL</u>
A. URGENT		
1. Repair pit behind Keayne monument.	\$ 1,450.00	
2. Remove posts and chains.	1,100.00	
3. Regrading and resatting of exiting paths at selected points	7,300.00	
4. Tree and volunteer growth removal.	1,200.00	
5. Removal of shrubs.	1,200.00	
	<hr/>	\$ 12,250.00
B. IMMEDIATE		
1. Repair rear fence.	\$ 40,000.00	
2. Seal front foundation wall.	1,800.00	
3. Repair table tombs.	11,000.00	
4. Seal front wall.	1,800.00	
5. Repair front entry.	3,600.00	
6. Redesign circulation.	6,500.00	
7. New pavement.	22,100.00	
8. Handicapped access.	1,300.00	
9. Lawn rehabilitation and regrade and install new lawn.	3,900.00	
10. Tree maintenance and fertilzier.	6,400.00	
	<hr/>	\$ 98,400.00
C. FUTURE		
1. Security lighting.	\$ 2,100.00	
2. Local monument repair.	1,950.00	
3. Repair subway vent.	1,800.00	
4. Local brick rebuilding.	250.00	
	<hr/>	\$ 8,700.00
		<hr/>
TOTAL:		\$119,350.00

GRANARY BURIAL GROUND  
PRIORITIES AND COSTS

	<u>SUBTOTAL</u>	<u>TOTAL</u>
A. URGENT		
1. Repair exterior wall (temporary)	\$ 3,200.00	
2. Repair table tombs.	43,000.00	
3. Removal of posts and chains	2,100.00	
4. Erosion control.	3,900.00	
5. Regrade and reset paths.	8,500.00	
6. Tree and volunteer growth removal.	2,300.00	
	<hr/>	\$ 63,000.00
B. IMMEDIATE		
1. Repair four stone monuments	\$ 600.00	
2. Install new pickets.	4,700.00	
3. Reattach entrance gate.	1,600.00	
4. Redesign circulation.	13,000.00	
5. New pavement.	56,000.00	
6. Lawn rehabilitation and regrade and install new lawn.	7,800.00	
7. Tree maintenance and fertilizer.	16,100.00	
8. Clean and repair drainage.	650.00	
9. Redesign of Paul Revere.	6,500.00	
10. Franklin Monument.	23,400.00	
11. Hancock Monument.	6,500.00	
	<hr/>	\$136,850.00
C. FUTURE		
1. Security lighting.	\$ 1,300.00	
2. Handicapped access.	6,500.00	
3. Repair front wall.	105,000.00	
4. Repair capstones.	2,500.00	
5. Repair Welsh Tomb.	3,500.00	
6. Tree planting.	5,200.00	
	<hr/>	\$123,000.00
	<hr/>	
TOTAL:		\$322,850.00

COPP'S HILL BURYING GROUND  
PRIORITIES AND COSTS

	<u>SUBTOTAL</u>	<u>TOTAL</u>
A. URGENT		
1. Repair Hull Street brick wall.	\$ 46,000.00	✓
2. Regrading and resetting of existing paths.	7,800.00	
3. Tree and volunteer growth removal.	2,000.00	
	<hr/>	\$ 55,800.00
B. IMMEDIATE		
1. Repair Hull Street granite.	\$ 6,000.00	
2. Repair Charter Street/Snow Hill corner.	4,000.00	
3. Repair Hull/Snow Street corner.	3,000.00	
4. Rebuild collapsed wall.	15,000.00	
5. Seal existing open tombs.	1,600.00	
6. Repair tombs.	11,100.00	
7. Repair entrance posts and steps.	13,000.00	
8. Handrail installation.	650.00	
9. Lawn rehabilitation.	4,500.00	
10. Tree maintenance and fertilizer.	9,100.00	
11. Clean and repair drainage system.	3,900.00	
12. Removal of grass between paving units.	20,800.00	
	<hr/>	\$ 92,650.00
C. FUTURE		
1. Replace original fencing.	\$ 12,400.00	
2. Repair top of perimeter wall.	62,000.00	
3. Repoint Charter Street wall.	7,000.00	
4. Tree planting.	6,500.00	
	<hr/>	\$ 87,900.00
	<hr/>	
TOTAL:		\$236,350.00



CHELSEA STREET

CITY SQUARE ST.

PARK ST.

MAIN STREET

HARVARD ST.

RUTHERFORD AVENUE

CITY SQUARE STREET

PARK ELEMENTS LEGEND

1. Main Street Sculpture
2. Gateway Elements with Bronze Medallion
3. Interpretive Plaques
4. Great House/Three Cranes Tavern Trace
5. Fountain/Sculpture at Central Plaza
6. Charlestown Seal
7. Paul Revere Steps
8. Flagpole
9. WWII Monument

City Square Park

Charlestown, Massachusetts

COURTHOUSE

ROBOTHAN HALL



COMMONWEALTH OF MASSACHUSETTS  
EXECUTIVE OFFICE OF ENVIRONMENTAL AFFAIRS  
DEPARTMENT OF ENVIRONMENTAL MANAGEMENT



DIVISION OF RESOURCE CONSERVATION  
100 CAMBRIDGE ST., BOSTON, MA 02202 617-727-3160 FAX 727-2630

**CITY SQUARE PARK  
FACT SHEET**

**CHARLESTOWN, MASSACHUSETTS**

William F. Weld  
GOVERNOR

**What:** A one acre rectangular park site bordered by Chelsea Street, Rutherford Avenue, Main Street and City Square Street

Argeo Paul Cellucci  
J. GOVERNOR

**Where:** City Square, Charlestown, Massachusetts

Trudy Coxe  
SECRETARY

**Landscape Architect:** The Halvorson Company, Inc.

Peter C. Webber  
COMMISSIONER

**Design Management:** Massachusetts Department of Environmental Management

**Contractor:** McCourt Construction Company, Inc.

**Construction Mgmt:** Massachusetts Highway Department

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The Massachusetts Department of Environmental Management and the Massachusetts Highway Department are jointly involved in the effort to bring City Square back to life as a new park for the community of Charlestown. The DEM is managing the design efforts and the MHD is responsible for the park's construction.

### **PARK DESIGN**

The Park is being designed as a colorful and green oasis with rich detailing and historic artifacts that celebrate the area's heritage. The new park will define City Square as a focal point for the community and the surrounding development. It is intended for pedestrian use by the Charlestown residents and visitors including those following the Freedom Trail from Boston to the Bunker Hill Monument and the Navy Yard. Bordered by two busy arterial streets it will be seen from passing vehicles. The visual and noise impacts to the park from Chelsea Street and Rutherford Avenue are considerable. The park design minimizes the negative impacts of the surrounding roadways through the use of perimeter planting, fencing, grading and a fountain in the plaza.

The circulation through the park connects the three major streets and vista to the central plaza. This paved area will have a landscape focal feature, with a fountain at its center. Views toward the Boston skyline and towards Park, Main and Harvard streets will be framed from the plaza and along the pathways within the park.

Planting in the park will reflect the changes in seasons: flowering ornamental trees, shrubs and bulbs in spring, annuals and perennials with deciduous and evergreen trees that will provide shady areas in the summer and changing colors in the fall.

An ornamental fence will surround the park perimeter with gateway piers articulating major and minor park entrances. A seat wall and benches will provide seating for many people during peak times without giving the park a deserted appearance during peak off-hours. Other park furniture includes trash receptacles, a flagpole and historic interpretive plaques.

Park lighting will combine "shoe-box" cut-off fixtures along the Chelsea Street and Rutherford Avenue perimeters with gas lights, which are typical to the historical streets of Charlestown, and special accent lighting at park focal features.

An artist, David Phillips of Somerville, was hired to collaborate with the landscape architects on various pieces of the park design and commissioned to fabricate several bronze sculptures. These include a pair of bronze fish sculptures, medallions at the park's gateways to commemorate important Charlestown residents, a sculpture at Main Street which highlights the role of City Square in judicial history, and a copper weathervane atop the main fountain/focal feature. All of these sculptures relate in some way to the vitality of City Square and its place in the history of Boston.

## **PARK CONSTRUCTION**

In February 1995, Mass Highways awarded a contract worth \$1.9 million dollars to McCourt Construction Company of South Boston for the construction of City Square Park. Construction of the park began in March 1995 and will be complete in 1996.

## **PARK MAINTENANCE**

City Square Park is currently owned by the Massachusetts Highway Department and will be maintained by the Highway Department until transfer to DEM, following the state disposition process through the Division of Capital Planning and Operations. The Department of Environmental Management will have full maintenance responsibility for the new park.

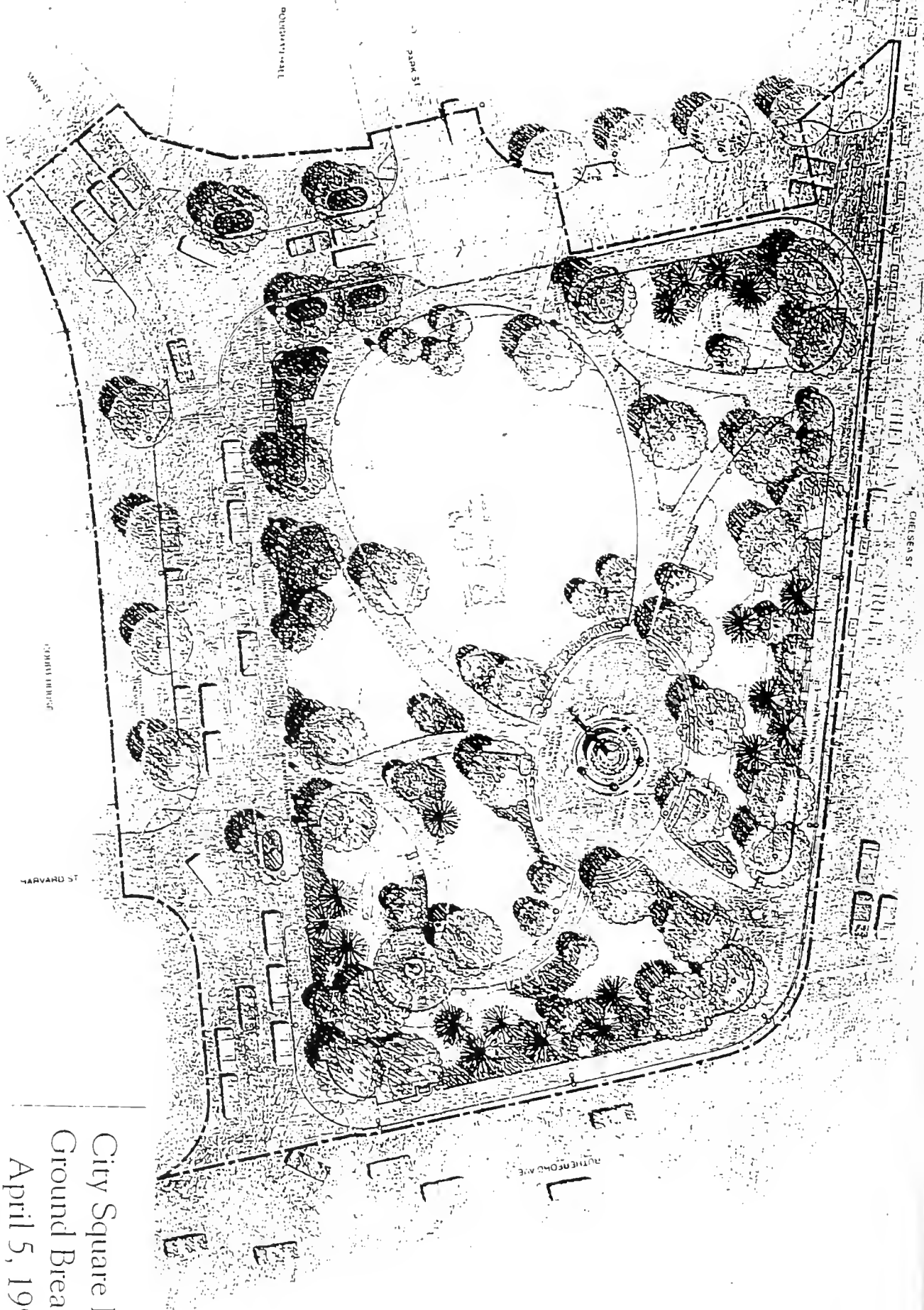
Parts of the park program, especially the water feature and the flowers, are maintenance intensive elements which the community strongly desires. A "Friends of City Square Park" group has been formed to advocate for the park and raise money to enhance maintenance and programming for the park.

## **BACKGROUND**

The City Square area was a civic center of Charlestown from its settlement in 1628 to the late 19th Century. Recent archaeological survey of the site identifies it as the location of the Great House, built in 1629, which served as Governor John Winthrop's house and court chambers and is believed to be the first known government building established in the colonies. In 1635, the Great House was converted to the Three Cranes Tavern which stood on the site until it burned during the battle of Bunker Hill in 1775. Charlestown became a city in 1847 and was annexed to Boston in 1874. Beginning in 1901 a series of transportation projects including the elevation of the rapid transit tracks, the construction of the Mystic River Bridge, and the elevation of I-93 in the 1950's, transformed City Square into a major transit node and cut off the community from the waterfront.



The Central Artery/North Area (CANA) project began in 1978 and is dismantling the elevated highway interchange and replacing it with tunnels. City Square was the site of major excavation and is located over the newly constructed Route 1 Southbound Tunnel. This construction represents the first piece of open space to be fully developed as a result of the depression of the Central Artery. In addition, this project represents the first development in a revitalized City Square. When completed, City Square will be reclaimed for the community as a park surrounded by several new development parcels. The project will restore City Square as an important civic center for Charlestown and as a gateway to Boston.



City Square Park  
Ground Breaking  
April 5, 1995

ADDRESS Winthrop St., Adams St., Common St.NAME Winthrop Square The Training Field  
present originalMAP No. 28N-12E SUB AREA Training Field/Winthrop Sq.DATE ca 1640 w/ major redevelopment 1872, 1919  
source Local histories, newspaperssculptor - Soldiers and Sailors Monument (Civil War) by  
ARCHITECT Martin Millmore - 1872 - ~~Massachusetts~~ Boston Art  
source CommissionBUILDER \_\_\_\_\_  
sourceOWNER Massachusetts Bay Colony  
original presentPHOTOGRAPHS CT-12-G/1-1E2

(residential) single double row 2-fam. 3-deck ten apt.

non-residential open space / ornamental square

STORIES (1st to cornice) \_\_\_\_\_ plus \_\_\_\_\_

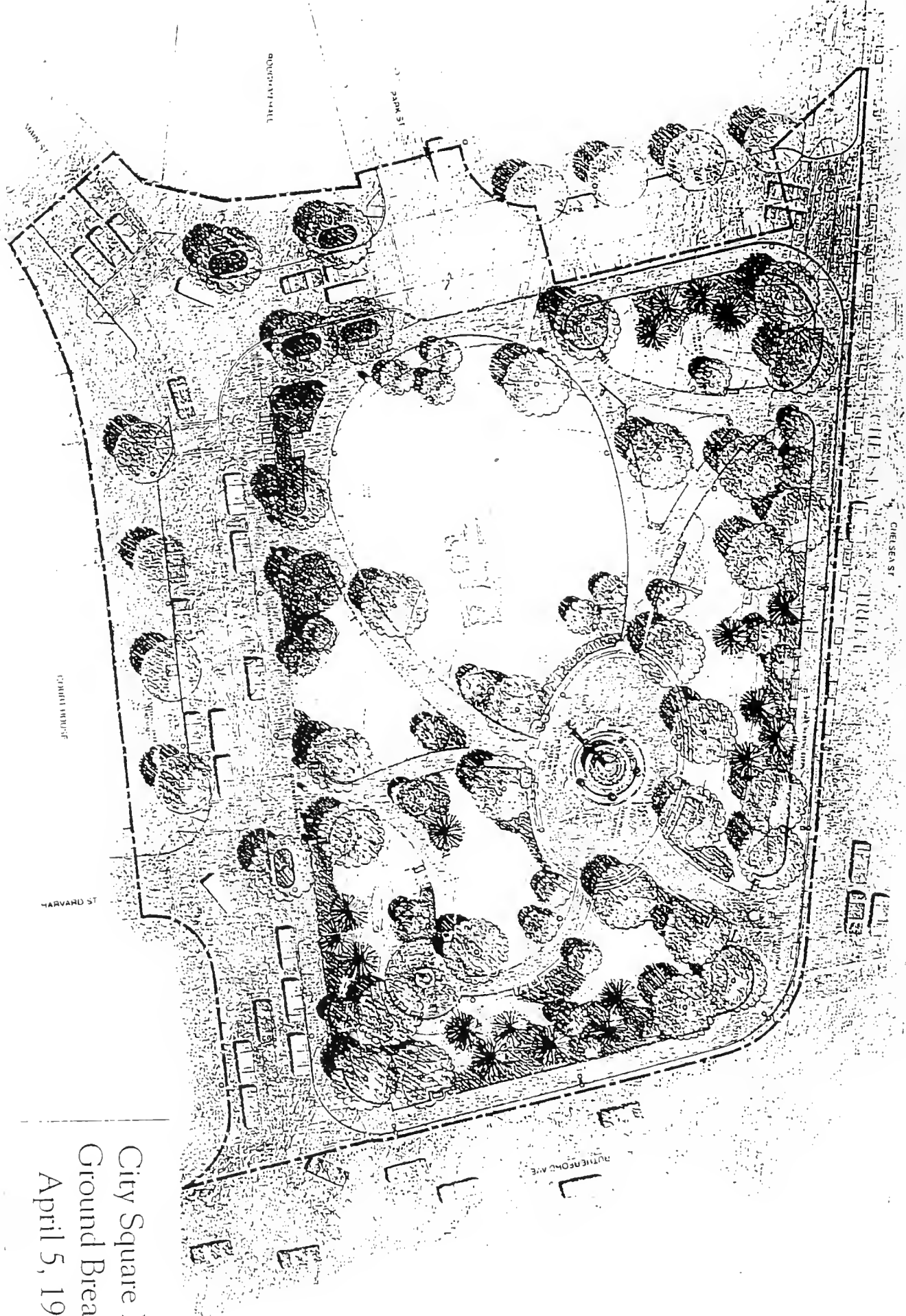
\_\_\_\_\_ cupola \_\_\_\_\_ dormers \_\_\_\_\_

IALS (Frame) clapboards shingles stucco asphalt asbestos alum/vinyl  
(Other) brick stone Granite concrete iron/steel/alum.  
MonumentDESCRIPTION Square, grass covered, tree shaded urban park. Criss-crossed paths, contains Civil War Monument (1872) and stone/bronze classical fountains - memorial to fallen American soldiers at Bunker (Breed's) Hill. Square enclosed by iron fence. Substantial granite gate posts - Victorian architecture.PRIOR ALTERATION minor moderate drastic 1872, 1919CONDITION good fair poor \_\_\_\_\_ LOT AREA 38,444 sq. feetWORTHY SITE CHARACTERISTICS (see below)

SIGNIFICANCE (cont'd on reverse)

The Training Field/Winthrop Square's historical significance transcends the purely local — this open space is also of great national and regional significance via its associations with the Battle of Bunker Hill. On June 17, 1775 much of the fighting between American patriots and British soldiers occurred on or near what is now Winthrop Square.

(Map)



City Square Park  
Ground Breaking  
April 5, 1995

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NAME Winthrop Square The Training Field  
present original

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source Commission

BUILDER \_\_\_\_\_  
source

OWNER Massachusetts Bay Colony  
original present

PHOTOGRAPHS CT-12-6/1-1872



(residential) single double row 2-fam. 3-deck ten apt.  
(non-residential) open space / ornamental square

OF STORIES (1st to cornice) \_\_\_\_\_ plus \_\_\_\_\_  
\_\_\_\_\_ cupola \_\_\_\_\_ dormers \_\_\_\_\_

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(Map)

Bibliography - Charlestown Atlas - 1806, 1875, 1885, 1894, 1901, 1911  
Charlestown Maps - 1818, 1852  
The History of Charlestown, Massachusetts - Richard Frothingham Jr (1845)  
A CENTURY OF TOWN LIFE - James F. Hunnewell (1888)  
OLD Charlestown - T.T. Sawyer (1901)  
Slides of Old Charlestown - Cutler - Vol. 2 (S.P.L.)  
Sculpture in America - From the Colonial Period to the Present by  
 Wayne Craven - pgs 232-237  
 Moved; date if known \_\_\_\_\_  
Newspapers: "Charlestown Enterprise"  
 Jan 19, 1918, p. 2; Jan 26, 1919 p. 1; June 7, 1919  
 p. 1 and July 5, 1919, p. 1

Themes (check as many as applicable)

Aboriginal	_____	Conservation	<u>X</u>	Recreation	<u>X</u>
Agricultural	<u>X</u>	Education	_____	Religion	_____
Architectural	<u>X</u>	Exploration/ settlement	<u>X</u>	Science/ invention	_____
The Arts	<u>X</u>	Industry	_____	Social/ humanitarian	<u>X</u>
Commerce	_____	Military	<u>X</u>	Transportation	_____
Communication	_____	Political	<u>X</u>		
Community/ development	<u>X</u>				

Significance (include explanation of themes checked above)

Set out ca. 1640, this roughly square, grass covered, tree shaded, monument-adorned park has served Charlestown citizens as a farm/pasture land, military drill/parade grounds, school yard, platform for political rallies, public ornament, children's playground and peaceful retreat within a densely built-up urban environment. Extensively altered over time from wood-fence enclosed open field to urban park Winthrop Square's present appearance combines elements of its 1872 and 1919 redevelopment. Much of this open space's charm is dependent on its "frame" of late 18th-early 20th century residential buildings. Each segment of Winthrop Square's frame reflects distinct phases in the evolution of Charlestown's built environment. For example, the clapboard-clad, gambrel and hip roofed Late Georgian and Federal houses of its Common St. border (between Adams and Park Sts) provides a glimpse of a late 18th century/early 19th century residential quarter adjacent to a village green. The segment of Common St., between Park and

Preservation Consideration (accessibility, re-use possibilities, capacity for public use and enjoyment, protection, utilities, context)

Winthrop St. presents a vignette of a nearly 19th century school house (The Training Field School, built 1827) with Winthrop Square functioning visually as a school yard. The Adams St. side, with its elegant expanse of Greek Revival and Italianate masonry facades provides a very effective mid 19th century backdrop for the very Victorian, Martin Millmore-designed Civil War Monument (1872). The Adams St. streetscape symbolizes

Bibliography and/or references (such as local histories, deeds, assessor's records, early maps, etc.)

Charlestown's mid 19th century transition from town of single family, detached wood frame dwellings to a city with block after block of well-executed masonry row housing. The Winthrop St. border of Winthrop Square underscores the wide range of architectural styles, forms, materials etc. encompassed

## INVENTORY FORM CONTINUATION SHEET

BOSTON LANDMARKS COMMISSION

Community:

Charlestown, MA.

Form No:

Property Name: Winthrop Square

Page 1

Indicate each item on inventory form which is being continued below.

The Training Field is first alluded to in town records in 1648. By that time it was evidently a well-established public place suggesting that it was set out as early as 1640 - eleven <sup>years</sup> after the first English settlement. Winthrop Square was named in honor of early Charlestown settlement leader/Governor John Winthrop. In 1641 the town voted to maintain the upper and west side of <sup>the</sup> "Training Place" (indicating that this land was already being used for military purposes). Voluntary militia trained here from Colonial times until well into the 19th century. The Training Field figured prominently in the parades of Civil War and Spanish American troops. Above all, part of the Battle of Bunker Hill was fought here on June 17, 1775, resulting in the total destruction of properties bordering the Training Field (and virtually everywhere else in Charlestown). Prior to 1775 a considerable part of the land around the Training Field was used for some sort of farming. Evidently the Training Field was never referred to as a "Common", although its Colonial appearance, with its rough wood fence-enclosed open field probably conveyed something of the image of a New England common. During the 18th and 19th century an open space <sup>in Charlestown</sup> was referred to as a common - it was located at Sullivan Square, within the so-called "Neck Village". [This common is sometimes referred to in old records as "the stinted Common"]. In any event, the Training Field, on the eve of the Revolution, was bordered by the "mowing lot" of Isaiah Edes, "Dizer's Pasture", Peter Edes' lands (afterwards the site of an almshouse demolished during the 1820s - now the site of Wallace Court). In addition lots belonging to Richard Devens and Samuel Haley, bordered the Common. Until as late as the 1840's, the Training Field was



part of an area still on the fringes of the principal residential sections located at Town Hill and along the waterfront.

During the late 18<sup>th</sup>/early 19<sup>th</sup> century fairly extensive house construction occurred along and behind the segment of Common St. between Adams and Park St. (set out in 1868). House construction along Common St's other segment and Winthrop St. was much more sporadic. The Adams St. side of the Training Field was begun ca. 1830's and intensifying during the early 1850's - the Adams St. masonry townhouses are slightly less grand contemporaries of the late 1840's/early 1850's mansions bordering nearby Monument Square.

In 1827 the Training Field School was erected at the Common / Winthrop St. corner of the Training Field. This building is still extant at 5 Common Street - it was moved to its present site in 1847. In that year Charlestown's city fathers deemed this school house to be "the needless destroyer of the symmetry of the park". The removal of the Training Field school house was a harbinger of future changes which would transform the Training Field from semi-rural open field to elegant cast iron fence enclosed urban park by the 1870's. The wood fence enclosed open field <sup>shown</sup> in the 1848 "Panoramic View from Bunker Hill" was evidently crisscrossed by paths by 1852 (see the 1852 McIntyre Map).

During the mid 1840's the Training Field's existence was briefly threatened by the grand city planning visions of prominent Charlestown citizen George Washington Warren. (lawyer/jurist, first mayor of Charlestown, President of the influential Bunker Hill Monument Assoc. and resident of Monument Square). He advocated the development of a broad thoroughfare to be called Park Avenue which would stretch from City Square to Monument Square - providing a dramatic approach to the Bunker Hill monument with said monument as the avenue's major focal point. Warren, evidently enamored of the French boulevards of Napoleon III's Paris (not to mention Boston's own Commonwealth Avenue), hoped to introduce "up-to-date" city planning to Charlestown. He all most certainly hoped to fashion Park Ave. in the image of Monument Ave. - a thoroughfare leading to the Bunker Hill Monument.



Community:

Charlestown, MA.

Form No:

Property Name: Winthrop Square

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indicate each item on inventory form which is being continued below.

Fortunately for the physical/historical integrity of the Training Field, Park Ave. was never set-cut - this thoroughfare would have cut a broad swath through this venerable open space.

During the <sup>early</sup> 1870's the Training Field acquired a new, more urbane identity via the installation of a handsome granite Civil War Monument and the erection of an ornamental cast-iron fence around the entire square. The name "Winthrop Square" evidently dates to the 70s but has <sup>never</sup> supplanted the old Training Field appellation.

(as early as 1836 Training Field St. was renamed Winthrop St. but the Training Field name was used to refer to both street and open space until as late as the early 1900's). Designed by Boston sculptor Martin Milmore (1844-1881), the Soldiers and Sailors Civil War Monument replaced a three tier cast iron fountain which was removed to the Common at Sullivan Square (ca. 1871). Milmore was among the first sculptors in the United States to create Civil War memorial sculpture. He is credited with establishing the prototype of the countless monuments to those who fought and died to preserve the Union. Composed of Hallowell, Maine granite, Winthrop Square's Civil War monument consists of a tall cornice headed plinth with four panels bearing inscriptions. Surmounting the plinth is a low platform which supports three figures: the principal, central (female) figure is ten feet in height and represents America crowning two male figures representing the Army and Navy (clad in uniforms of the period - all executed in granite).

Born in Ireland in 1844, Martin Milmore came to Boston with his family in 1851. He studied for four years with Boston sculptor Thomas Ball, creator of the equestrian statue of Washington in Boston's Public Garden. Milmore's early acclaim was tied to his three colossal figures entitled "Cerberus", "Furies" and

Page 4

"Pomona" commissioned by Horticultural Hall of Boston. Following his success at Horticultural Hall and the departure of Thomas Ball for an extended visit to Italy (1863) Millmore became Boston's leading sculptor. Important portrait commissions of the 1860's included "Charles Sumner", "George Ticknor", "Wendall Phillips", "Daniel Webster" and "Abraham Lincoln". For most of his career Millmore worked in partnership with his brother Joseph Millmore - Martin conceived the designs and modelled them in plaster while Joseph translated them into stone. Martin Millmore's reputation, however, is inextricably bound to his Civil War Monuments - his Civil War memorial sculpture at Forest Hills Cemetery, Roxbury <sup>(1865)</sup> and Claremont, N.H. (1869) were among the first of their type in the U.S. Other important examples of his work include the Civil War Sphinx monument at Mount Auburn Cemetery, the memorial column on Boston Common (1870) and the statue of Revolutionary War hero John Glover at Marblehead, MA. (1875).

Martin Millmore is remembered for his "good honest construction, adequate modeling and above all, a sense of the monumental in line and mass". The American sculptor Daniel Chester French said of Millmore that he was "a picturesque figure, somewhat of the Edwin Booth type, with long dark hair and large dark eyes. He affected the artistic wearing of a broad brimmed soft black hat and a cloak. His appearance was striking and he knew it."

In any event, late 19th century additions to Winthrop Square included the two large pedimented stone and bronze plaques at the Adams / Winthrop st. entrance. Installed in 1889 and displaying classical Revival characteristics (e.g. broad pediments) these plaques memorialize American soldiers killed June 17, 1775 at the Battle of Bunker Hill).

Winthrop Square's present appearance dates largely to 1919. In that year the Square's late 19th century path configuration was considerably altered, permanent seats with concrete backs were installed, new iron fences were erected and the drinking fountain was transferred from outside to Common / Park st. entrance to directly in front of the Soldiers and Sailors monument.

## INVENTORY FORM CONTINUATION SHEET

BOSTON LANDMARKS COMMISSION

Community:

Charlestown

Form No:

Property Name: Winthrop Square

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Indicate each item on inventory form which is being continued below.

The "improvements" dating to 1919 included the re-sodding of the entire grounds and the cleaning and repointing of the Soldiers and Sailors Monument. The most major change was the reduction of the square's five entrances to only three (see "Charlestown Enterprise" illustration).

The declared purpose of the changes wrought by the city Parks and Recreation Department was "to make the Training Field a recreation center for adults and not a play ground for children." The total appropriation for Winthrop Square's Post World War I improvements was \$ 16,000.00.

The Training Field/

Today, Winthrop Square, steeped in three centuries of the American experience - both peaceful and turbulent - ranks among the more memorable urban open spaces in America, as well as Boston. Much of this "outdoor room's" unique character is inextricably bound to the intimate, human scale of <sup>both relatively</sup> small open space within a densely settled urban environment and its "fringe" of modestly scaled, wood-frame and masonry residences dating from the late 18th - <sup>early</sup> 20th centuries. The looming, monumental form of the <sup>nearby</sup> Egyptian Revival obelisk memorializing the Battle of Bunker Hill adds further to the allure of the old Training Field.





Winthrop Sq. ca. 1910's  
post card, collection of S. P. N. E. A.



Soldiers Monument.

Charlestown, Mass.

# Charlestown Ent

VOL. 50. NO. 27.

CHARLESTOWN

TURDAY JULY 5

1919

## Improvements Will Begin Soon

### Changes Will Be Made to Training Field—Contract Has Been Re-Advertised—Appropriations for Playgrounds to be Passed on Monday by City Council—To Arrange for Concerts



Architect's Sketch of Training Field with Proposed Improvements

On Thursday, the contract for improvements and changes at the Training Field was re-advertised by the City of Boston and it is understood that upon the acceptance of a bid the work will begin immediately. The contract was re-advertised as after the first advertisement the lowest bid was \$112 above the appropriation.

The accompanying picture shows in detail the changes planned in the park. In place of the five present entrances there will be but three, three of the present ones to be closed and a new one made at the junction of Common and Adams streets. Those at Common and Park streets and Winthrop and Adams streets will not be changed. The drinking fountain will be transferred from outside the Common and Park streets entrance to directly in front of the grass plot in which the Soldiers and Sailors Monument stands.

The Monument which was erected in honor of local Civil War heroes will be cleaned and pointed. The surrounding plot of grass will be enlarged and made triangular. A concrete fence will bound it and trees will be planted inside the fence at various intervals. The tablets at the Adams and Winthrop streets en-

trance and which bear the names of heroes of the Revolutionary War will also be thoroughly cleaned.

What are now two large plots of land, separated by the Winthrop street entrance, will be formed into one triangular-shaped section. That which will extend from the Common and Park streets gate to the Common and Adams streets entrance will border a narrow walk along Common street.

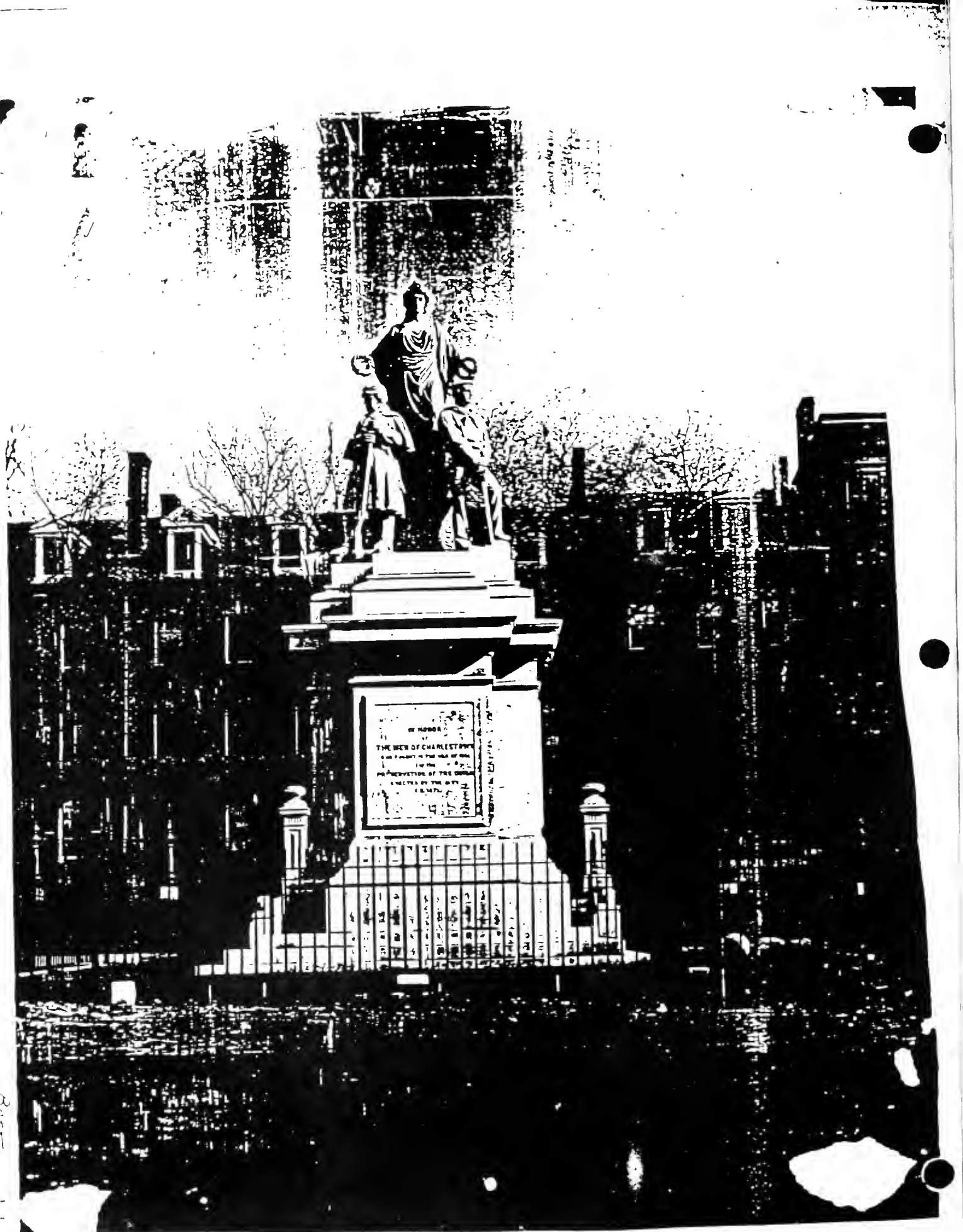
Permanent seats with concrete backs will be installed. When improvements are finished the Training Field will be an ideal recreation centre, as originally planned.

Chelsea street property owners have received notices to vacate in order that the work of widening the street from Pose to Adams streets may be completed. Part of the Greeley Building at the right-hand corner of Chelsea and Healey streets will be taken and from thence the buildings on the left-hand side of the street will be razed and the land taken by the City. Contracts will be let out this week.

An appropriation for Boston playground improvements will be passed by the City Council on Monday, following a second reading. In this appropriation will be included money

for improvements at Dewey Beach, Mystic and Sullivan Square playgrounds promised by Mayor Andrew J. Peters and Park and Recreation Commissioner Allen about two months ago when, in company of Councilor Daniel J. McDonald, the latter made a tour of the district. The proposed improvements comprise elimination of numerous complaints at Dewey Beach; installment of bleachers and cleaning of diamonds at Sullivan Square; installment of benches, extension of playing grounds and the opening of a bathing beach at the Mystic Playground. The appropriation will not include money for a locker house and shower bath at Sullivan Square as each would cost additional thousands of dollars which the City of Boston cannot expend in that manner at present. The delay in placing the floating baths at the Warren bridge was occasioned by the unsafe condition of the approach and landing which have been repaired.

Now that the Bunker Hill Monument and grounds are State property the commission in charge will plan to conduct band concerts upon the grounds. The appropriation will be made by the committee in charge of the State band concerts.





## THE BOSTON HISTORIC MARKERS PROGRAM

From ornate theaters and Victorian parks to community houses and places of significant events, the city of Boston is rich with sites that document a legacy of diverse people, ideas, events and cultures.

The Bostonian Society's Boston Historic Markers Program identifies and honors the role that important people, historic events and sites played in Boston.

Markers recognize the contributions of individuals and groups of people, important buildings, places and events in the development and life of the city's neighborhoods, the city as a whole and the contributions of Bostonians to national and international efforts. A permanent marking system in Boston reinforces the collective memory of many diverse people, past and present, who share a common heritage by building understanding and neighborhood pride through knowledge. In addition to their educational role, markers offer an appreciation of places and help preserve sites and their characteristics in the long term.

The Bostonian Society works with neighborhood associations, local historical societies, individuals and the public at large in soliciting and encouraging nominations to the marker program under established criteria.

### MARKER DESCRIPTION

The marker used in this program measures by standard 11.5 x 11.5 inches square with beveled corner. It is made of porcelain enamel and is dark green with off-white text.

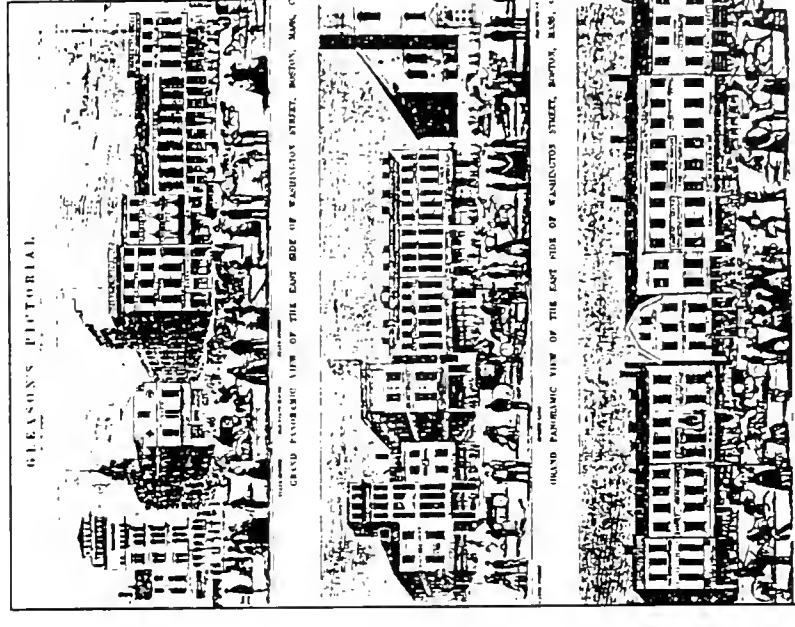
Each marker identifies the site or person being commemorated and provides a brief description of the significance of the subject. Text also identifies any affiliation this site may have with other honorific or preservation designations such as "Boston Landmark" or "Women's Heritage Trail," etc.

The Bostonian Society

## Boston Historic Markers Program

A City-wide Marking Program for Historic Sites

PROGRAM  
DESCRIPTION  
AND  
NOMINATION  
FORM



The Bostonian Society  
206 Washington Street, Boston MA 02109

The Boston Historic Marker Program  
The Bostonian Society  
206 Washington Street  
Boston, MA 02109

The marker is designed such that it may be attached to either building or fence. Markers are placed in locations visible to the passing public and that are out of the way of potentially hazardous conditions such as parking spaces and snow plows.

The Boston Historic Markers Program is an effort of The Bostonian Society, Boston's historical society and museum which oversees submission, decision, fabrication, installation and accompanying outreach processes.

## FUNDING

Markers are placed at historic sites through this program based solely upon their ability to match the criteria of selection; they cannot be purchased. A revolving fund of contributions to The Bostonian Society sustains this ongoing program.

## WHO CAN NOMINATE?

Any person, organization or group of people may nominate a site, or a thematically linked group of sites. Nominations and selections are dealt with on a first-come, first-serve basis.

## CRITERIA FOR NOMINATION AND SELECTION

Nominations for a marker are reviewed in accordance with the following criteria:

- The site is associated with a person or group of people whose contributions to the neighborhood, city, nation and humanity is significant in the city's past.
- The site is associated with an event or events that have made a significant contributions to broad patterns of local, city-wide, regional or national history.
- The site embodies distinctive characteristics of a type, period or method of construction, or that represents the

work of a master, or that possesses high artistic value;

• The site has yielded or is likely to yield information important in local history or pre-history.

• The event for which a building or site is nominated must have occurred at least twenty (20) years ago. A building nominated for its architectural significance must be at least fifty (50) years of age.



## SELECTION AND PLACEMENT OF MARKER

Nominations received by The Bostonian Society will be reviewed by the Society's Memorials Committee and its selections sub committee which meets quarterly to review submissions.

The Bostonian Society will notify the nominator and/or property owner of the Committee's decision. If accepted, the Society will work with the property owner to 1) seek permission for the placement of a marker, 2) determine the location for the marker, and 3) delineate long-term responsibilities of both property owner and The Bostonian Society in contract negotiations.

This program is made possible with a grant from the George B. Henderson Foundation for the City of Boston

## NOMINATION FORM

The following information provides the initial information necessary to nominate a site within the city of Boston for the Boston Historic Markers Program. Please fill out all relevant information and return this nomination to The Bostonian Society, 206 Washington Street, Boston, MA 02109. You will be sent a broader request for information as a follow-up to this nomination. If you have any questions regarding this form, please call The Bostonian Society at (617) 720-3202.

Your Name \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone 0-5 \_\_\_\_\_  
after 5 p.m. \_\_\_\_\_

Name and Address of Nominated Property \_\_\_\_\_

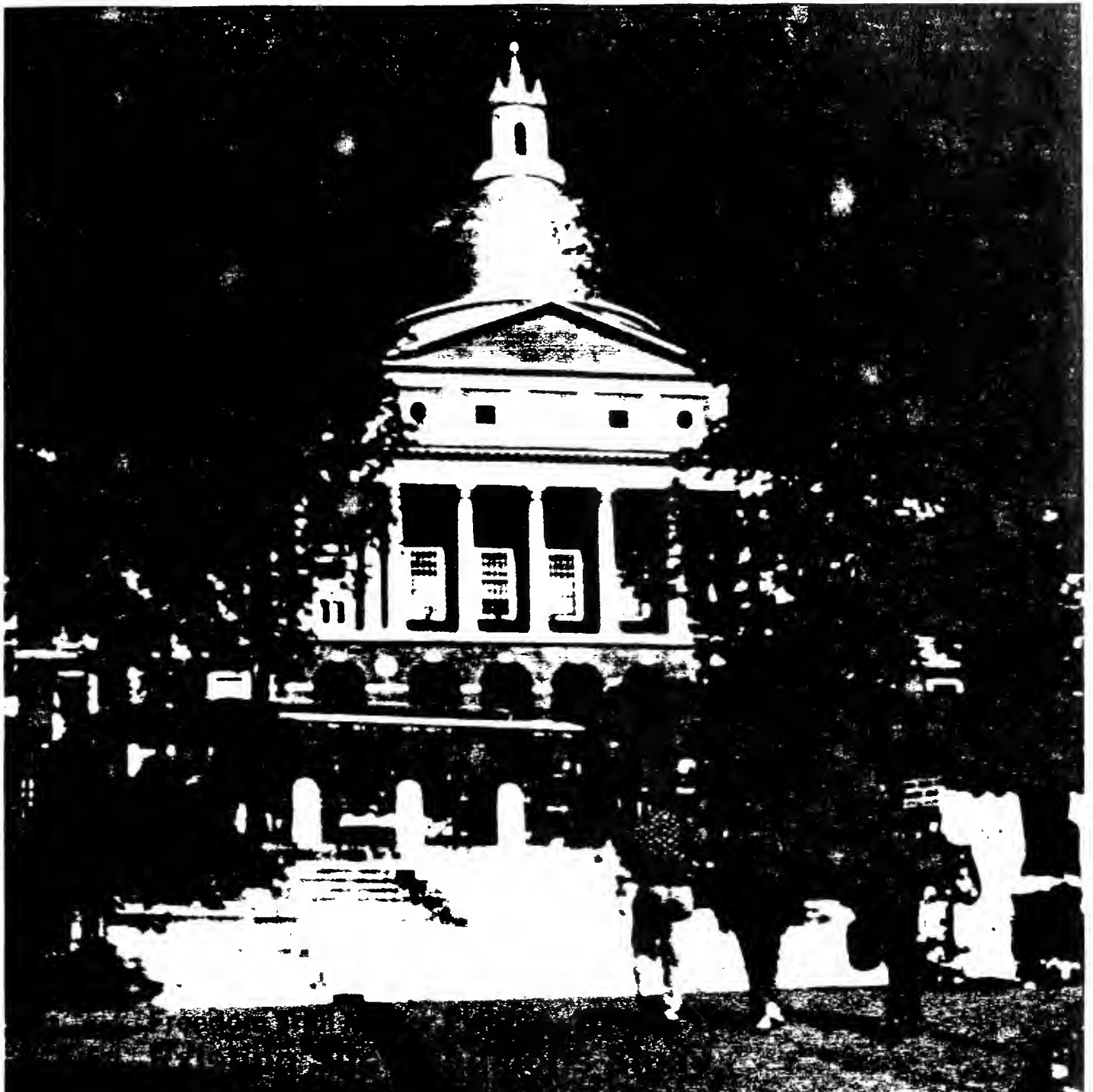
Building Owner (if different from nominator) \_\_\_\_\_

Please state briefly the reason for which you are submitting this building and/or place for consideration, i.e. how does it meet the selection criteria and what is its significance? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**THE FREEDOM TRAIL STUDY:  
EXISTING SITE CONDITIONS PLAN**





for the  
**National Park Service, North Atlantic Region**  
United States Department of the Interior

as part of  
contract #1443-cx1600-93-028

by  
***CityDesign Collaborative, Inc.***

June 29, 1995



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## 1. INTRODUCTION

### 1.1. Purpose of this Report

This inventory and analysis of conditions along Boston's Freedom Trail is done as part of a master planning study undertaken by the National Park Service to develop a comprehensive vision for the future of the Freedom Trail that fully realizes its cultural, educational and economic potential. This report inventories existing physical resources and settings. This report further identifies issues and opportunities on the Trail, at individual Freedom Trail Site venues and at other key open space locations along the way.

This work, with that of other consultants looking at different aspects of the Freedom Trail, will comprise the platform from which alternative concepts and themes can be developed and assessed, with the ultimate goal to achieve a well grounded, publicly supported, comprehensive master plan, with an integrated implementation and financing strategy that will sustain and achieve this vision.

### 1.2. Report Organization

This report is organized into five sections, including **Section I: Introduction**, which summarizes this report's purpose and organization. Each Section includes a physical conditions inventory, and a discussion of key preliminary findings.

**Section II: The Contextual Setting** provides a brief overview of the Freedom Trail setting and defines the study area including areas of influence and identifies the three primary study sectors of the Freedom Trail, i.e., the **Downtown, North End and Charlestown**. Key approaches to the Freedom Trail are mapped. Visitor related uses and activities are documented, not only along the existing trail, but also within the general area to assist in the identification and evaluation of possible alternate route segments. In similar fashion, this study inventories and analyzes the physical aesthetics of the Trail and its setting.

**Section III: The Designated Sites** organizes the area around each of the 14 officially designated sites as falling into one of three categories: 1) the site's "Yard", narrowly defined to property line; 2) "the Front Walk", i.e., the public sidewalk/open space areas immediately adjacent to the site and; 3) "the Reach", i.e., that larger area surrounding each site as defined by the point along the Trail where the visitor begins to feel influence of the site, as well as by best view spots.

**Section IV: The Line of March** examines the ground plane of the physical trail itself, i.e., the "red-line" as well as the larger pedestrian way, i.e., sidewalks, crosswalks and pathways on which it lies. This section documents the materials of the Trail and its sidewalks. Ease of movement is analyzed with regard to sidewalk width, slope and cross slope at key locations, as well as obstructions that restrict the Trail to critical degrees. The issue of accessibility for the physically handicapped is examined, both overall and with special regard to curbcuts and obstructed line-of-march. This section also examines the performance of the Trail as an orientation device, documenting continuity of the line, as well as confusing duplicity in some locations.

**Section V: Summary of Issues and Opportunities** identifies possible alternate routings for the segment of the Trail to be examined further in later phases of the study. This section discusses the potential of the Trail as a self-contained "interpretive stripe" through Boston. Unique opportunities for outdoor interpretation and visitor experience enhancement in existing key open spaces are highlighted. Possible sites for central or satellite Visitor Centers are identified.



## 2. THE CONTEXTURAL SETTING

### 2.1. Defining the Study Area

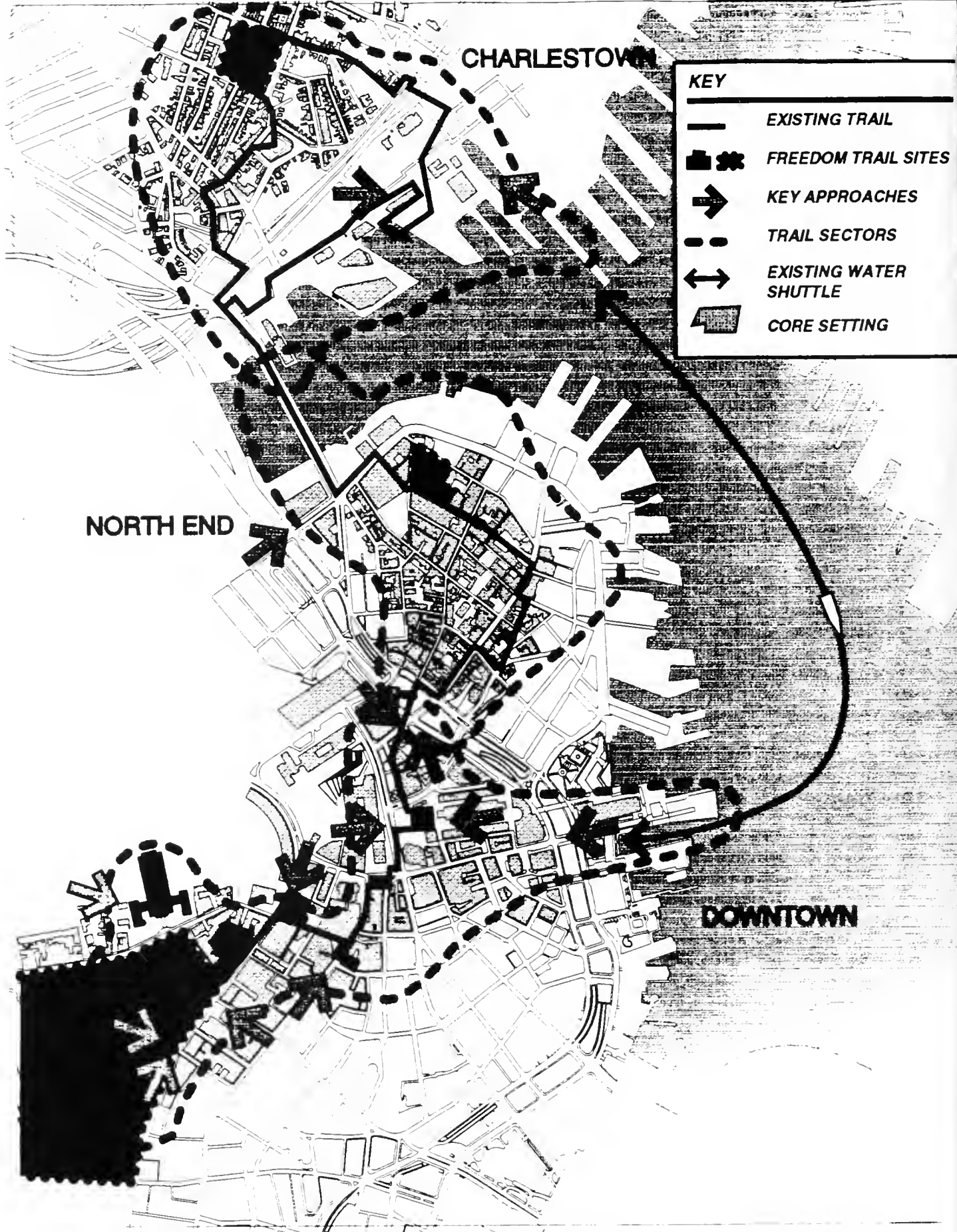
The Freedom Trail begins on the edge of Boston Common, surrounded by one of the richest architectural and cultural settings in the United States, including Beacon Hill, the Back Bay, the Public Garden and the traditional downtown core of the City. From the Common, the Trail runs through the intact downtown, a vibrant commercial and financial center, to the westerly edge of the Faneuil Hall Marketplace. From Faneuil Hall, the trail traverses the historic Blackstone Block, Haymarket, and the Central Artery Project Area, then plunges into the North End, one of Boston's most interesting and lively neighborhoods. The Trail picks up Boston's maritime heritage as it crosses the Mystic River into Charlestown, another intact, highly significant, historic neighborhood. Taken together, this unique setting not only enhances the sites and the "line of march", but enriches the visitor experience through its own set of views, experiences and stories.

As noted above, the Freedom Trail makes its way through the middle of three distinctly different urban settings where the built fabric, activities and the cultural heritage vary markedly from one another. The analysis of existing conditions on "the line of march" accordingly is divided into three sectors, i.e., **Downtown, North End and Charlestown.**

For purposes of more tightly defining the Study Area, an "area of influence" of the Freedom Trail is examined both from the point of view of the existing Trail and its larger setting. Certainly, the extent of the view from the Trail is one defining measure. On the other hand, a solid understanding of what lies nearby, both in terms of use and activities as well as visual and aesthetic opportunities combine to set the "area of influence" which is generally defined by the shading of the building footprints in **Figure 1: The Study Area**

The likely limit of adjustment of the existing trail route is a particularly important aspect of setting the boundary of the Study Area. In anticipating possible alternate routes, their views out must also be incorporated in the study area.

As a result of this preliminary analysis, the linked sectors, as shown in **Figure 1**, combine to form the limits of the study area. While diverse in nature, these three sectors share a common heritage and historic events that unite them with common themes and stories awaiting the telling.



**Figure 1: The Study Area**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts

**Approaches to the Trail:**

People come onto the Trail from myriad directions. Many start at its traditional beginning on the Boston Common and proceed along until hunger or fatigue overtake them. Some use Faneuil Hall as a destination while others use it as a start point for tours either back toward the Common or through the North End. Some intrepid souls manage to "do the Trail" end to end. The largest site, attendance wise, is Old Ironsides, with cars and buses the preferred form of locomotion to and from the area. From there, with proper directions, they can easily walk to Bunker Hill or take the water shuttle to Downtown Boston.

Many visitors arrive by foot, taxi, or MBTA from area hotels, the bulk of which are located in the Back Bay and Cambridge. For them, the Common is the likely pick-up point for the Trail.

From the Boston suburbs, people arrive mostly by car destined for key parking structures, e.g., the Under Common Garage, the City Hall Garage or on to the Navy Yard.

Eventually, most people arrive at the trail on foot via park pathways and/or narrow side streets. Visitors have few visual clues that they are approaching the Trail until, literally, they are upon it and can see the red line.

**2.2. Visitor Related Uses**

At its most basic, the Freedom Trail is a line along which people walk to officially designated historic sites. However, there are a number of related uses which enrich the visitor experience. These include:

- Other tourist sites and points of interest on or nearby the trail, including other designated trails, such as the Black Heritage Trail, or the Women's Heritage Trail.
- Retail/service zones and facilities, which either cater to or of interest to visitors on the trail.

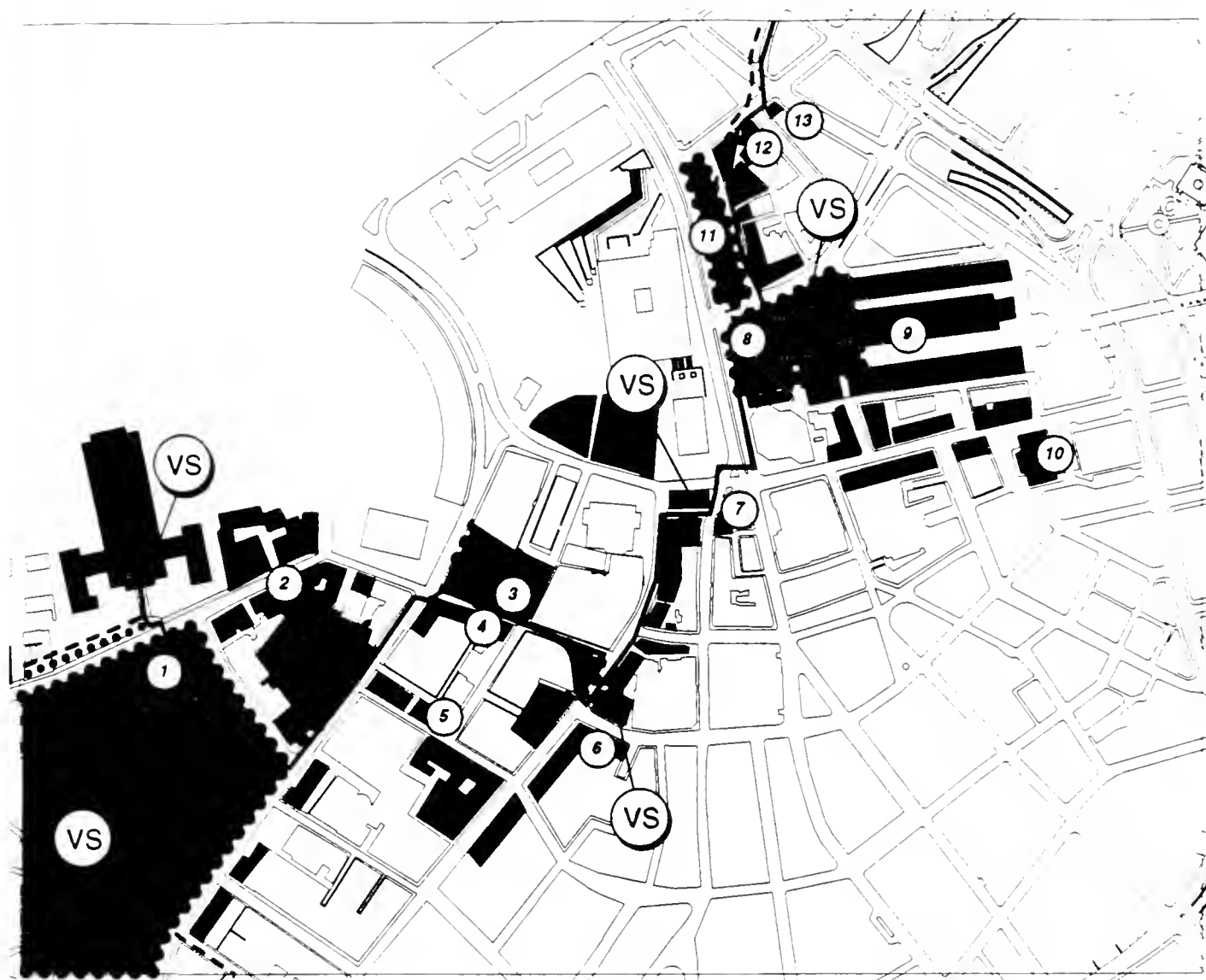
As shown in **Figures 2, 3 & 4: Visitor Related Uses and Activities**, the existing trail alignment generally provides a good balance between 1) the efficient movement between sites and 2) providing visitor access to these related uses and activities. However there are a few areas worth particular mention:

**In the Downtown Sector:**

As seen in **Figure 2**, this Sector runs from the Common to the existing Central Artery underpass.

- On the trail segment generally between the Boston Common and Old South Meeting House, more retail and related services are provided on nearby routes than presently are available directly on Tremont. Alternate routings either over the 'Hill' along Beacon Street or down Winter or Bromfield into the Downtown Crossing Area should be reviewed.
- From Old South to the Old State House, the existing route clearly offers the most services for tourists in this sector, with shops catering to shoppers and tourists lining both sides of Washington Street.
- From the Old State House to Faneuil Hall the existing alignment is largely devoid of visitor services and related uses. While this is a relatively short segment, it is one of the most traveled. Alternate routings, via either the proposed New Congress Street pedestrian overpass or along State Street and the westerly entrance into the Faneuil Hall marketplace, should be considered.
- The Faneuil Hall Marketplace, Sam Adams Park, the proposed Holocaust Memorial, the Blackstone Block and the Haymarket area are rich with related attractions and visitor related shops and services.
- From the Haymarket, the trail ducks under the existing Central Artery along a well marked path lined with vendors. Despite mitigation efforts, psychologically for most people, the artery is a major disruption to the free flow of the Freedom Trail and represents a major road block.



Of special note, the needs of the Freedom Trail should be carefully considered in the design of the new surface streets and open spaces of the Central Artery program. Alternate routings might include Salem and Prince Streets. As the Artery work is completed, such an alignment may be reconsidered.



## KEY

-  Existing Freedom Trail
-  Freedom Trail Sites
-  Retail/Services
-  Other tourist attractions
-  Freedom Trail open space (Site Yards)
-  Other significant open space
-  Visitors Services (Toilets, Information, etc.)

## OTHER TRAILS

-  Black Heritage Trail
-  Women's Heritage Trail

## OTHER KEY SITES

- ① Shaw Memorial
- ② Boston Athenæum
- ③ Old City Hall / Franklin Statue
- ④ First Public School Marker
- ⑤ Province Steps
- ⑥ Franklin Birth place
- ⑦ Boston Massacre Site
- ⑧ Sam Adams Park
- ⑨ Faneuil Hall Marketplace
- ⑩ Customs House Tower
- ⑪ Holocaust Memorial (proposed)
- ⑫ Blackstone Block
- ⑬ Haymarket

**Figure 2: Visitor Related Uses & Activities - Downtown**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
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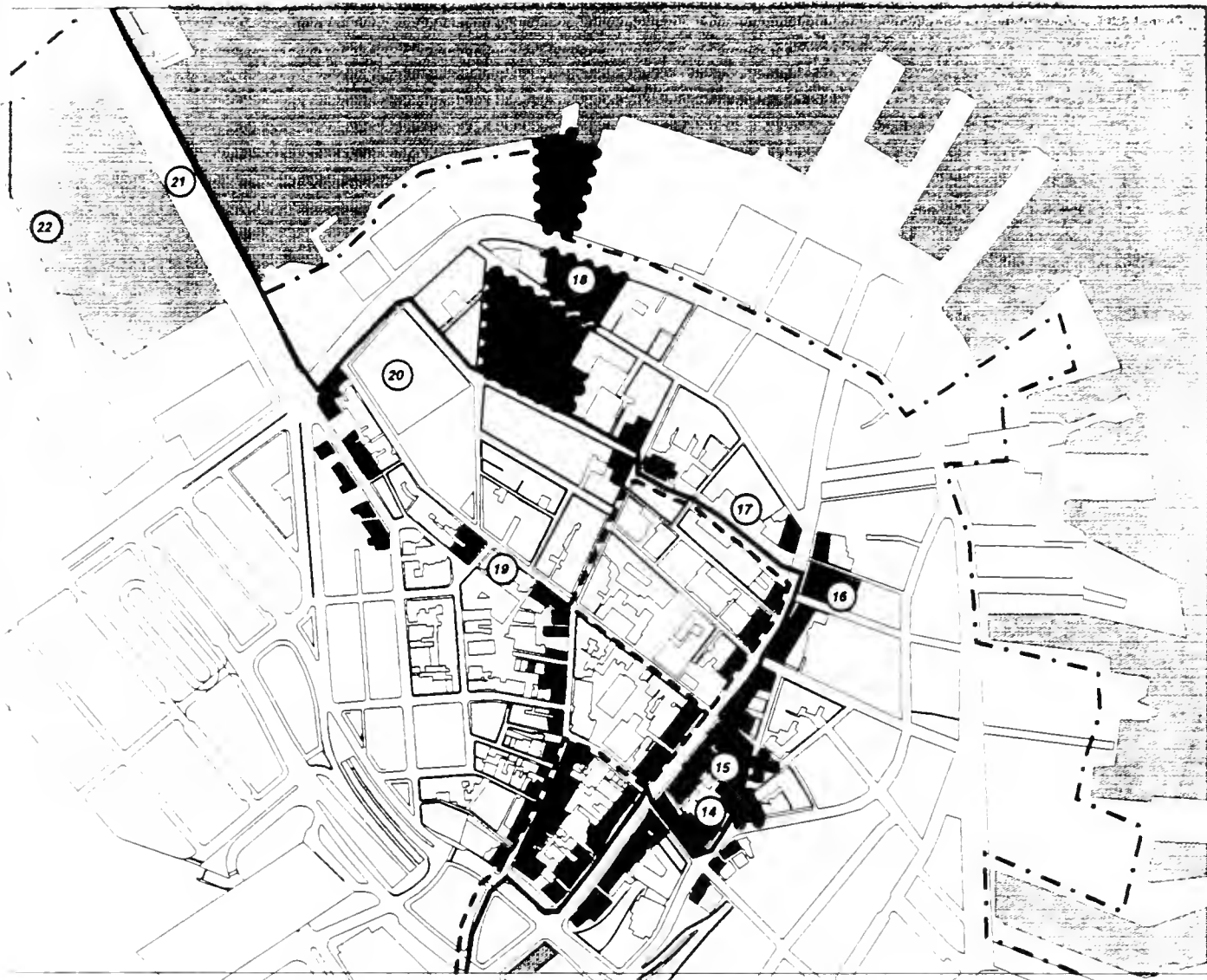
### **In The North End:**

As seen in **Figure 3**, The North End sector overlaps the Downtown sector under the Central Artery.




- From Haymarket to Paul Revere's House, the existing trail is one of a number of alignments that provides maximum interaction with other attractions and sites including the shops along both sides of Hanover Street and the side street leading to Paul Revere's House.
- From Paul Revere's House to Copp's Hill the existing alignment is as good as any other in our opinion. One advantage of the existing 'line of march' in this area is that it maximizes the Hanover Street experience, which is truly unique. Shops in front of the Old North Church provide basic goods for the Freedom Trail traveler.
- From Copp's Hill, the existing trail opts to follow the most direct route to the Bridge to Charlestown. While direct, this particular alignment is largely devoid of visitor related uses and activities. Both Commercial Street and the Charlestown Bridge offer up a challenging and, if weather conditions are right, hostile 'line of march'.

Of particular note is the fact that the nearby Copp's Hill Terrace is already used by local tour companies as a prime vantage point to orient their clients to Old Ironsides and Charlestown. From the terrace, a grand staircase leads down to a city waterfront park directly across the harbor from Old Ironsides.



In this area also an alternate route down from Copp's Hill to the City Bridge which should be considered would be via Snow hill, Thatcher and Endicott Street which offer more related uses to the visitor.



## KEY

-  Existing Freedom Trail
-  Freedom Trail Sites
-  Retail/Services
-  Other tourist attractions
-  Freedom Trail open space (site yards)
-  Other significant open space
-  Visitors Services (Toilets, Information, etc.)

## OTHER TRAILS

-  Harbor Walk
-  Women's Heritage Trail

## OTHER KEY SITES

-  Highborn House
-  Mariner's House
-  St. Stephen's Church
-  Paul Revere Mall / Dallin Statue
-  Copp's Hill terrace / North End Park
-  Prince Street / Regina's
-  Bnnk's Robbery Garage
-  Charlestown Bridge
-  Charles River Dam

**Figure 3: Visitor Related Uses & Activities - North End**

Freedom Trail Master Plan:  
Existing Conditions Study

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**In Charlestown:**

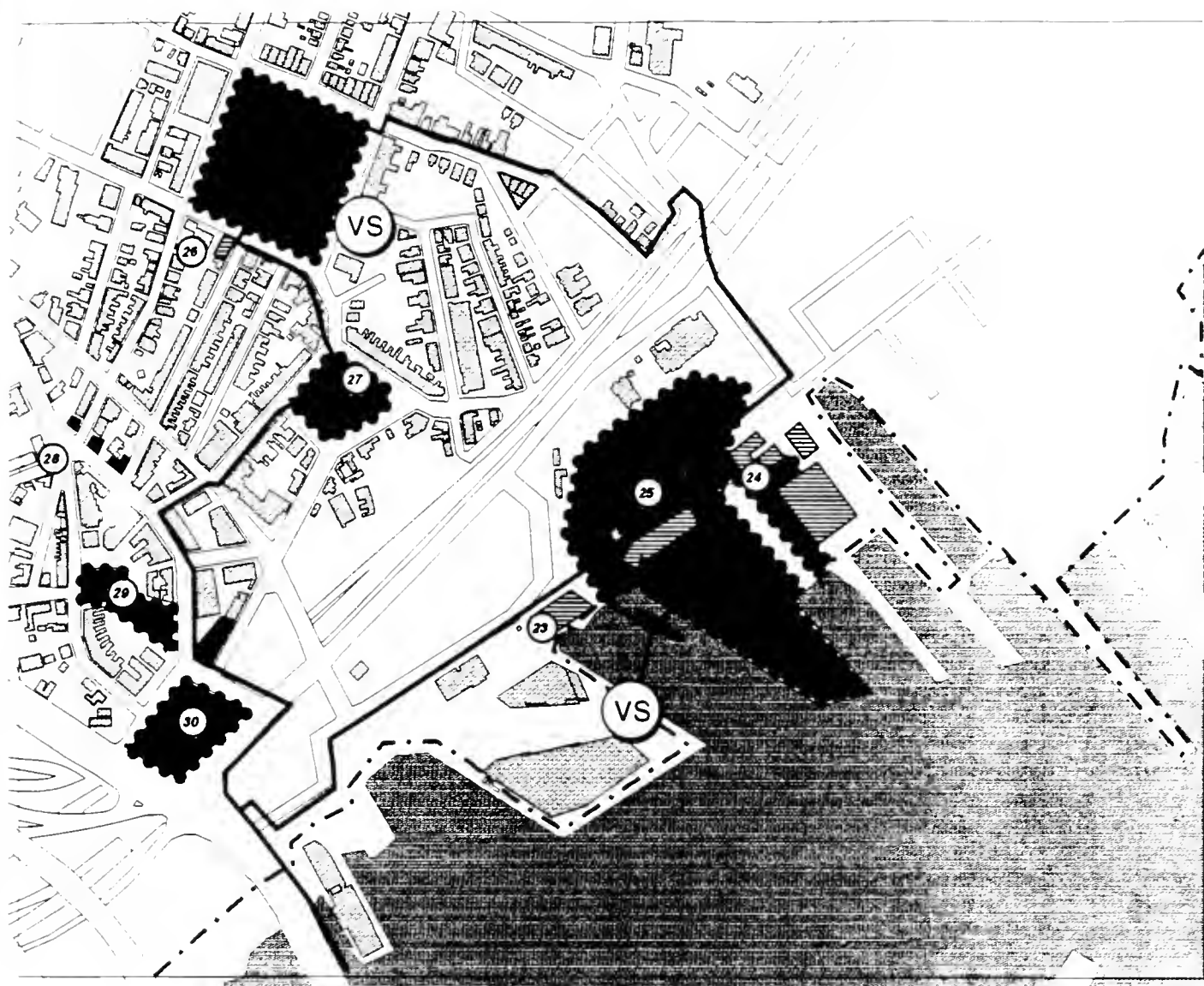
**Figure 4**, highlights the major visitor related uses in this sector:

- From City Bridge to Old Ironsides, via Water Street, the Bunker Hill Pavilion is the only related use presently along this long stretch.
- It is noted that this area is under redevelopment as part of the Central Artery reconstruction. The opportunity exists to develop a host of related uses, both oriented to City Square and to the waterfront that would make this segment much more attractive and enjoyable.
- From Old Ironsides to Bunker Hill, there are visitor services, related sites and supporting retail facilities within the Navy Yard, however, once one leaves the yard, there are no specific sites or services until the visitor arrives atop Bunker Hill.
- From Bunker Hill back to City Bridge, other than the commemorative panels in Winthrop Square, there are few visitor related facilities or services.

Field investigation reveals a number of retail establishments located along Main Street, not far from the current 'Line of March', including the well known Warren Tavern.

Note as mentioned above, the Central Artery redevelopment and reconstruction of City Square provides the opportunity for both additional interpretation of this area as well as supporting visitor related retail uses.













## KEY

-  Existing Freedom Trail
-  Freedom Trail Sites
-  Retail/Services
-  Other tourist attractions
-  Freedom Trail open space (site yards)
-  Other significant open space
-  Visitors Services (Toilets, Information, etc.)

## OTHER TRAILS

-  Harbor Walk

## OTHER KEY SITES

-  Bunker Hill Pavilion
-  Constitution Museum
-  Charlestown Navy Yard
-  Bunker Hill Museum
-  Winthrop Square
-  Warren Tavern
-  John Harvard Mall
-  City Square Park (proposed)

**Figure 4: Visitor Related Uses & Activities - Charlestown**

Freedom Trail Master Plan:  
Existing Conditions Study

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### **2.3. The Historic and Aesthetic Scene**

The Freedom Trail is blessed with a historic and visual setting unlike any other in this country. This setting, which rewards the emotions and senses of the alert observer at nearly every turn, contributes enormously to the visitor experience. A brief description of this historic and aesthetic fabric follows:

#### **In the Downtown Sector:**

As seen in **Figure 5** This Sector runs from the Common to the existing Central Artery underpass. The character of this sector divides roughly into the following segments:

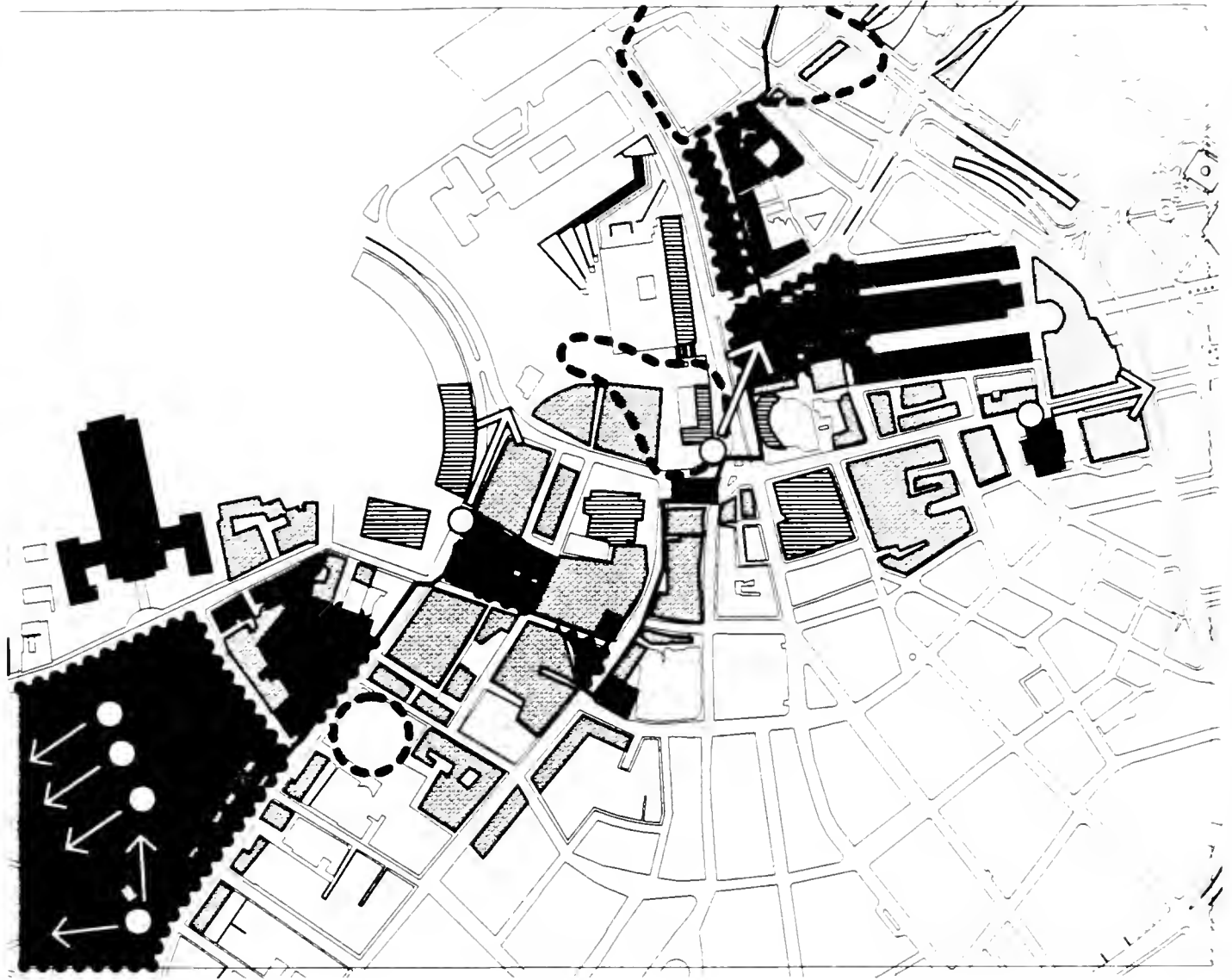
- From the Boston Common to the Old State House, the historic and aesthetic scene is rich, deep and largely unbroken. This setting includes the historic Common itself, the edge of Beacon Hill, and a well developed downtown core of both historic and contributing structures.
- A very important 'view corridor' in this segment extends from near the front of King's Chapel on Tremont Street, across City Hall Plaza to the steeple of Old North Church in the distance, affording visitors a preview and distance gauge of the Trail.
- From the Old State House to Faneuil Hall, the landscape becomes much more contemporary, and 'non-contributing' to the historic scene, largely due to urban renewal activities of the 1960's around City Hall. Still, much of this area is quite interesting and attractive from both an urban design and building design perspective.

Of particular note is that a high-rise building on State Street opposite the Old State House will be undergoing major renovation which could extend its ground level across current open space fronting on New Congress Street and block views to Faneuil Hall.










This relatively short segment is one of the most traveled by Freedom Trail visitors. An alternate route, via State Street and Merchants Row offers optimal views of both the Old State House and Faneuil Hall, as well as the well developed urban 'canyon' of State Street.

State Street is an important 'view corridor', providing long, framed views of the harbor and the Customs House Tower, seen from near the Old State House

- From Faneuil Hall to the Central Artery, the Faneuil Hall Marketplace, Sam Adams Park, the proposed Holocaust Memorial site, the Blackstone Block and the Haymarket area reinforce the historic scene.



# **KEY**

-  Existing Freedom Trail
-  Freedom Trail sites
-  Other historic elements
-  Contributing elements
-  Non-Contributing elements
-  Freedom Trail open space (site yards)
-  Other significant open space
-  Site/Area in transition
-  Other special views

**Figure 5: The Historic & Aesthetic Scene - Downtown**

Freedom Trail Master Plan:  
Existing Conditions Study










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On the other hand, this area too is impacted by the non-contributing structures of urban renewal, including the back side of City Hall, the JFK Federal Office Building and the Government Center Garage as well as by the existing elevated Central Artery.

Efforts should be made to insure that Artery related design, both of buildings as well as surface street and open space, mend this tear in the fabric of the trail.



## KEY

-  Existing Freedom Trail
-  Freedom Trail sites
-  Other historic elements
-  Contributing elements
-  Non-Contributing elements
-  Freedom Trail open space (site yards)
-  Other significant open space
-  Site/Area in transition
-  Other special views

**Figure 5: The Historic & Aesthetic Scene - Downtown**

Freedom Trail Master Plan:  
Existing Conditions Study

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On the other hand, this area too is impacted by the non-contributing structures of urban renewal, including the back side of City Hall, the JFK Federal Office Building and the Government Center Garage as well as by the existing elevated Central Artery.

Efforts should be made to insure that Artery related design, both of buildings as well as surface street and open space, mend this tear in the fabric of the trail.

### **In The North End:**

As seen in **Figure 6**, The North End Sector overlaps the Downtown sector under the Central Artery and extends to the Charlestown Bridge, passing through one of Boston's most precious urban neighborhoods.

- From Haymarket to Copp's Hill, the visitor is treated to a virtual feast of the senses as he makes his way along Hanover Street and narrow side streets. The existing trail follows one of a number of alignments that are equally rich and unique in this very historic and culturally intact scene. At the Paul Revere Mall, visitors can admire the Dallin sculpture of the mounted patriot en route to immortality, as well as enjoy the ambiance of this neighborhood park.

'Long view' corridors in this area include the view looking back over the Central Artery from the corner of Hanover and Cross Street to the Customs House Tower and the spectacular sweep of the Boston skyline beyond. On Hanover Street near the Paul Revere Mall, an orienting view extends down Fleet Street, across wharves, to the open harbor beyond.

- From Copp's Hill, the existing trail opts to follow the most direct route, via Hull and Commercial Streets to City Bridge and Charlestown. While direct, this particular alignment is less historic and visually attractive than others. Redevelopment along Commercial Street is non-contributing to the historic scene. The approaches to Charlestown Bridge are uninviting.

A much more visually interesting route from Copp's Hill to the bridge would pass down Snow Hill, crossing Prince, and out to Thatcher and Endicott Streets. Using this route, the visitor remains in the historic North End setting as long as possible before traversing the less hospitable, open waterfront area into Charlestown.










It is noted that the Charlestown Bridge spans a marine industrial setting with a number of interesting structures in view, including the Charles River dam and the bridge itself, as well as the open harbor, all of which could be interpreted in interesting ways from the bridge.

Also, the bridge offers perhaps the best 'long view' corridors on the Trail to the Bunker Hill Monument, Old Ironsides and the steeple of Old North Church. From this vantage point, the Revolutionary War connections between Boston and Charlestown are clear.

Copp's Hill Terrace, an Olmsted designed park, with its massive ramparts and stairway, offers sweeping 'long views' of the harbor and Charlestown. In combination with the waterfront Park below, it offers a more visually attractive alternate route to the water's edge. If coupled with a short water shuttle to the Navy Yard, this would be a very popular alternate way to Old Ironsides.



# **KEY**

-  Existing Freedom Trail
-  Freedom Trail sites
-  Other historic elements
-  Contributing elements
-  Non-Contributing elements
-  Freedom Trail open space (site yards)
-  Other significant open space
-  Site/Area in transition
-  Other special views

**Figure 6: The Historic & Aesthetic Scene - North End**

Freedom Trail Master Plan:  
Existing Conditions Study

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### **In Charlestown:**

As seen in **Figure 7**, the Freedom Trail setting in Charlestown is a very historic area generally lying between City Square and the Bunker Hill Monument and extending several blocks in each direction. This area represents one of the most intact neighborhoods in Boston, with tightly packed rowhouses of brick and wood spilling down to the commercial areas of Main Street and City Square. New development in this area has been in the form of historically sensitive 'infill', appropriate to the historic scene.

- From City Bridge to Old Ironsides, the Trail presently traverses the largely vacant landscape of the City Square segment of the Central Artery redevelopment. Views to the water are limited, though the potential exists to open up discreet 'view corridors' back to Boston. There are a number of historic buildings which should be incorporated in the redevelopment of the area. There is very little sense of arrival at the gates of the Navy Yard, home to Old Ironsides and a National Historical Park. This can be mitigated somewhat with the artery related improvements, however respect for the original industrial entry gates and approaches should be observed.

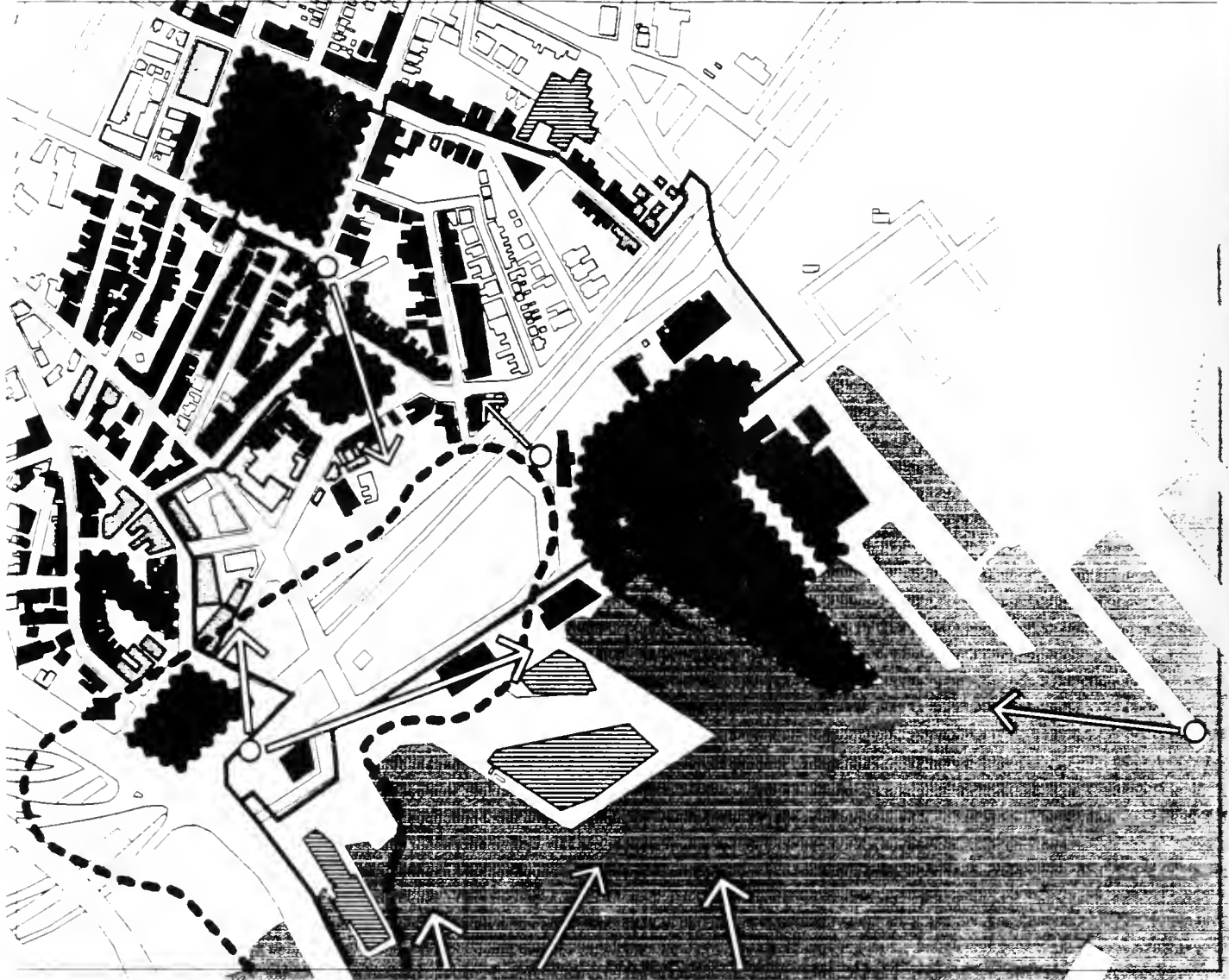
Inside the gates, the open landscape of the former Charlestown Navy Yard are preserved. The only intrusion on the scene is a temporary interpretive pavilion built for the Old Ironsides restoration. The area provides open, sweeping views over the harbor and into the North End.

- From Old Ironsides to Bunker Hill Monument, the existing trail follows a temporary alignment which weaves under and alongside the Tobin Bridge, and via Tremont Street to the northerly side of the Monument. While interesting, this route's setting is in not historically intact and is a less visually appealing environment than that of a number of other possible alignments.










As part of the Central Artery/City Square improvements, a new pedestrian underpass offers a more direct route from Old Ironsides, via Winthrop Square to the Monument, through a much more historically intact and visually interesting streetscape.

- From atop Bunker Hill, sweeping views extend in all directions, orienting the visitor back to the masts of Old Ironsides and the steeple of Old North Church, the downtown, the harbor and ocean beyond.

From Bunker Hill, the official existing trail drops through Winthrop Square, along Winthrop Street, then via Main, Chelsea and Rutherford Streets before completing its loop back to the Charlestown Bridge.



## KEY

-  Existing Freedom Trail
-  Freedom Trail sites
-  Other historic elements
-  Contributing elements
-  Non-Contributing elements
-  Freedom Trail open space (site yards)
-  Other significant open space
-  Site/Area in transition
-  Other special views

**Figure 7: The Historic & Aesthetic Scene - Charlestown**

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### 3. THE DESIGNATED SITES

#### 3.1. "Yards", "Front Walks" and "Reaches"

The open space area around each of the 14 officially designated sites is comprised of three components:

- the site's "Yard", narrowly defined to the area within the property line;
- "the Front Walk", i.e., the public sidewalk/open space areas immediately adjacent to the site along which the visitor approaches the site entrance, and;
- "the Reach", i.e., that larger area surrounding each site as defined by the point along the Trail where the visitor begins to feel influence of the site, as well as by best view spots.

The following paragraphs comment on the most significant aspect of each of these for each site, which are highlighted in **Figures 8, 9, and 10**.

#### 3.2. In the Downtown Sector

##### **Boston Common:**

While the entire Common is the "Yard" of this Freedom Trail Site, the 'line of march' of the Trail extends through only its easterly most section, from the existing start point at the information center and MBTA exit headhouse, to the State House and back to the front of the Park Street Church. The existing 'startpoint' is in transition, with the closing of the former information kiosk. Efforts should be made to emphasize and enhance this very important location, where so many people get their first impression of the Freedom Trail.







Tremont Street is the primary "Front Walk" for the Boston Common. Streetscape enhancements on this street should enhance the edge of the public spaces. Identifying signage of a private tour company located across Tremont in this area prominently portrays that location as the primary location to visitor information in the area, adding to the visitor's confusion as to the Trail's actual start point.

Another very important Boston Common "Front Walk" lies directly underground at this point. The MBTA's Green Line westbound platform at Park Street Station has an exit directly onto the Common at the plaza in front of the Trail's new information kiosk. The signage for visitor's arriving via subway is very poor, and as a result, people use the more prominent Park Street exit rather than the 'designated' Freedom Trail exit. The result is that the visitor is further confused and indeed must back track to reach the trail head.

The "Reach" of the Common extends in all directions, but most particularly, it attracts visitors from the Public Garden to the west and from the surrounding tight, urban streetscapes with its promise of open vistas and open space relief. Careful consideration should be given to the treatment of this larger 'area of influence' of the site.



## KEY

-  Existing Freedom Trail
-  Freedom Trail Sites
-  Yards
-  "Front Walks"
-  "Reaches"
-  Best photo angles

**Figure 8: Site "Yards", "Front Walks" and "Reaches" - Downtown**

Freedom Trail Master Plan:  
Existing Conditions Study

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### **The Massachusetts State House:**

The "Yard" of this site is a well manicured, hillside lawn set behind appropriately massive wrought iron fencework. The frontal approach is via a grand stairway from Beacon Street to the colonnaded entrance with its ceremonial main entrance, (where one is then directed, rather unceremoniously, to a side door). Access to the JFK statue is also via either a massive stairway, or circuitously, through the building itself. HP access is via the side yard to the east.

The "Front Walk", narrowly defined, consists of a brick forecourt at the bottom of the main steps, just outside the iron gates. The 'Trail brick' in this area is brown, not red, and goes of in several directions, i.e. to the JFK statue and the HP entry, further confusing the visitor.

The "Front Walk", more broadly defined in this area, would include the Beacon Street crosswalk, and the sidewalk on the opposite side, at the Shaw Memorial and the grand stairway up onto the street from the Common. The visitor's ability to experience the symmetry of this setting is sabotaged, by insensitive traffic and utility installations, which greatly constrain the area and mandate a zigzagging path to the site.

The "Reach" of this site extends down the broad pathways at the easterly end of the Common. The best long views of the State House are not on the present Trail 'line of march'. Rather, as seen in **Figure 8**, one is on the more easterly path up from the Common, (the one just east of the Shaw Memorial) and on Beacon Street approaching the site from King's Chapel. This suggests possible changes in the present 'line of march'.

### **Park Street Church:**

The "Yard" of Park Street church is restricted to a very small, fenced area at the front entry. The predominant impression is one of appropriate edge treatment with the fence, and too many information plaques hung about. In as much as Park Street Church is a 'walk by' site, usually viewed only from the exterior, HP accessibility is not an issue for visitor's at this time.

The "Front Walk" is the concrete sidewalk with inset brick Trail on Tremont Street. The Park/Tremont corner of the park, on the Common just across Park Street, actually offers the best 'interpretive stop' for this site, because it backs off far enough from the building that the visitor can better see its form and key features, such as the steeple.

The "Reach" of the Park Street Church extends up and down Tremont Street, from the Freedom Trail's startpoint easterly, past the Granary Burial Ground to King's Chapel and Old Burial Ground and into the Common, due largely its magnificent steeple, a familiar Boston landmark. As such, the best views are the long views, which define the extent of this site's "Reach"

**Granary Burial Ground:**

The Burial Ground itself is the "Yard". Here in the heart of the Downtown, it offers a beautiful, rustic setting. Recent renovations include new walkways and interpretive signage panels. HP access to the burial ground is via a side alleyway off Beacon Street.

Tremont Street, along which the Burial Ground runs defines both the "Front Walk" and the "Reach" of this site. The heavy wrought iron fence and the backdrop of buildings enveloping the site give it a distinctly urban flavor, and the ornamental gate invites you in to explore.

**King's Chapel and Burial Ground:**

The gated front portico and the adjacent burial ground constitute this site's "Yard". As at the Granary Burial Ground, the opportunity to wander this burial ground with its ancient tablets, surrounded by lively buildings of commerce, offers up a truly unique, urban experience. Physically, the grounds are in fair to poor condition. The walkways are deteriorated and a number of the gravesites are in need of repair. On the other hand, it appears that with minor modifications to the site, this site could open directly onto the plaza of the adjacent Old City Hall, thus offering a less convoluted route to the Franklin Statue and the Old South Meeting House beyond.

This site's "Front Walk", along both Tremont and School Street is narrow and packed with utility and sign pole obstructions. Further aggravating congestion, interpretive signage is located at the most heavily traveled corner.

King's Chapel has a powerful "Reach". The best views are from Tremont and Beacon Streets, however one feels its brooding presence even as it is approached from the rear via School Street.

**Old South Meeting House:**

Sign boards and a very attractive flower stand claim the small "Yards" on either side of the main entry to 'Old South'. This is really just an extension of the sidewalk right up to the building.

The "Front Walk" for this site includes not just the sidewalk immediately adjacent the building, but also the nearby crosswalk and the edge of plaza on the other side of Washington Street. The proposed new side egress may move the current 'line of march' even further from the natural 'desire line' for people on the Freedom Trail. The planting and furniture layouts of the plaza, e.g. benches, newspaper boxes and lighting fixtures, actually may dissuade visitors from continuing across the plaza to this site. The result is that many people bypass 'Old South' altogether, preferring to take the more direct route to the Globe Corner Bookstore.

This site's "Reach" extends across the plaza and up Washington Street east and west of the site. The best views of 'Old South' Meeting House are from Washington Street east and the plaza.

**Globe Corner Bookstore:**

This site has no "Yard". The "Front Walk" includes not only the sidewalks directly along School and Washington Streets, but, as with 'Old South', extends across the streets and into the plaza. Because of its location along the 'desire line of the Trail, it does not have the issue of 'bypass' that 'Old South' has.

The "Reach" of this site extends across the plaza and along Washington Street. Perhaps the best view of the Globe Corner Bookstore is from the "front walk" of 'Old South', just down the way.

**Old State House:**

We define the "Yard" of Old State House as the pedestrian way between it and the NPS Visitor Center. The treatment of this area is simple, austere but appropriate. Trail markings to the front doors of this site and Visitor Center opposite are unnecessary and confusing.

The "Front Walk" for this site includes sidewalks on Washington, New Congress and State Streets, all of which provide interesting introductory views. One problem identified is that the exit egress from this site onto State is confusing for visitors arriving from Faneuil Hall. The opportunity exists to better incorporate the Boston Massacre site and story into this site.

The "Reach" of this site extends from City Hall Plaza, up Washington Street, toward Faneuil Hall, and nearly the entire length of State Street. The best near view, the view point of the classic and familiar massacre print, is impacted heavily by a profusion of traffic control devices. The best long view is from the Customs House area which provides a spectacular angle on the building with the skyscrapers of Boston combining to form a dramatic backdrop for this very historic building in the heart of a thriving contemporary downtown.

**Faneuil Hall:**

There is no official "Yard" associated with Faneuil Hall, but Sam Adams park and the Faneuil Hall Marketplace north plaza area combine to provide it with a rich setting.

The site's "Front Walk" runs through this unofficial 'yard' zigzagging around the building to find the front entry. The best angle to approach the building is via the Marketplace or from Merchants Row.

The "Reach" of Faneuil Hall is felt from Old State House, City Hall Plaza, the Blackstone Block, and the Marketplace. The proposed pedestrian bridge will impact the site and should be designed with all Freedom Trail issues and opportunities in mind. When approached along the current path, from the Old State House, this site is visually lost along New Congress Street while in the shadow of 60 State Street. The building offers its front to Faneuil Hall Market, its side to the Blackstone Block. From all angles it is a highly visible, beautiful, defining building, for Boston and the nation.

**3.3. In the North End**

**Paul Revere's House:**

The "Yard" for the Paul Revere House is walled in brick, appears to be HP accessible, and serves as the introductory/ticketing area for the house itself. It is well maintained and programmed by its proprietors.

The "Front Walk" is along North Street, which though narrow, is in good condition, and offers direct and obvious access to the site.

The "Reach" of this site is limited by the curve of the street and the confining nature of the buildings closely lining the narrow cartway and the small park and plaza nearby. Certainly, the best overall views of this 'gated' site are from the opposite side of the street and from the public park and plaza beyond.

**Old North Church:**

As with the Revere House, the "Yard" at Old North Church is walled and gated. The paving material is largely brick which is confusing, with regard to the 'line of march'. The overall feel of the church yard is very pleasant and in keeping with the grace of the sanctuary and accessory building. There are accessibility issues which force wheelchair bound visitors to go around the block to the front entry.

From a practical point of view, this site has two "Front Walks", one approaching the building from the rear via Paul Revere Mall, and the other along Hull Street to the front entry.

Even within the confines of the twisting, narrow streets of the North End, the "Reach" of Old North Church is extensive, due largely to its prominent steeple. Along the Trail there are near continuous views of the site from Hanover Street to the top of Copp's Hill, as well as along Salem Street.

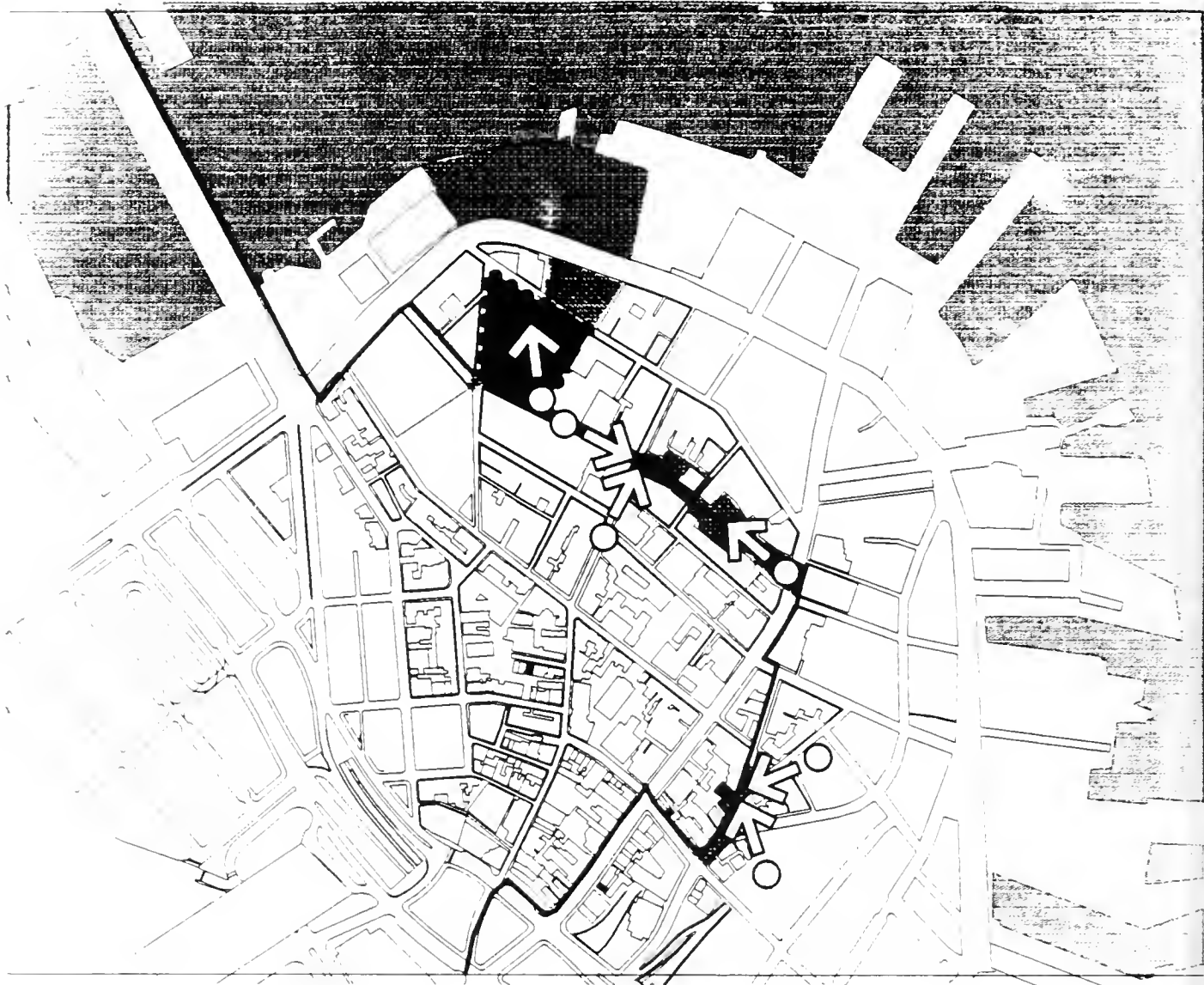


**Copp's Hill Cemetery:**

The graveyard itself on the crown of historic Copp's Hill is the "Yard". There is no HP accessibility to the site presently available. Graves and gravestones lie literally on and in the laid brick pathways. Slopes within the graveyard and along the pathways are extremely steep in places and not HP accessible, even if the approach to the site were. The overall condition of the site is fair, comparable with the King's Chapel Old Burial Ground.

The present "Front Walk" to this site is along Hull Street. However, final access is via a short flight of steps up and into the cemetery grounds. It appears that HP access to this site could be accomplished by realigning the sidewalk vertically to arrive at the front gate of the cemetery. Copp's Terrace, which lies adjacent the site could offer an additional gateway to and from the site.

The "Reach" of Copp's Hill cemetery is very limited due to its setback from the street and the fact that it is elevated behind a retaining wall.



# **KEY**



Existing Freedom Trail



Freedom Trail Sites



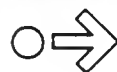
"Yards"



"Front Walks"



"Reaches"



Best photo angles

**Figure 9: Site "Yards", "Front Walks" and "Reaches" - North End**

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Existing Conditions Study

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### 3.4. In Charlestown

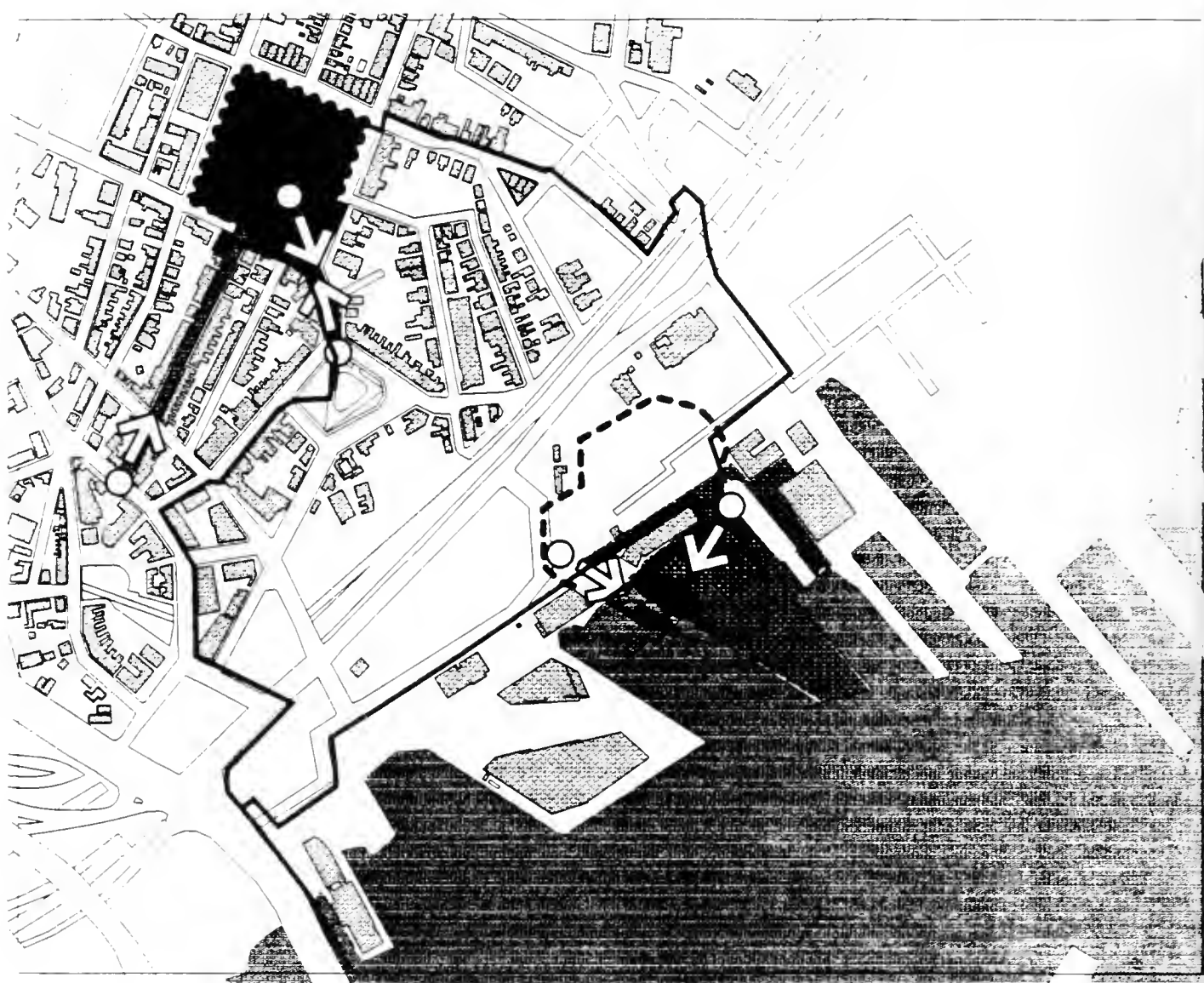
#### **Old Ironsides:**

Technically speaking, Old Ironsides is a narrowly defined "Freedom Trail Site" within the Charlestown Navy Yard National Historical Park. While at the time of this writing, Old Ironsides was in dry-dock undergoing a major overhaul, this analysis assumes that she is in her permanent berth. The "Yard", per say, is just the gangways to and from the ship.





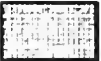

Her "Front Walk" is expansive, however, and includes the sidewalks and roadway just outside the main gate and, within the working yard, the general area from the Main Gate to the Constitution Museum, as well as the dock area between the museum and Old Ironsides and extending up to the edge of the present Bunker Hill Pavilion parcel. Today this area is a confusing, ill-defined and relatively exposed, asphalted open space. Local lore has it that a senior government official, upon the occasion of his visit to the site, described Old Ironsides as a "... boat in a parking lot..."

Within this area there are many different opportunities to improve views and develop entertaining and engaging 'hands-on' interpretation of not only the ship and its mission, but also that of the Navy Yard. As the largest drawing site on the Freedom Trail, this site needs a well thought out Master Plan which would maximize the potential of this extraordinary and complex, mixed use/mixed mission site. Particular attention should be given to insure that the proposed 'Freedom Trail' connections, both back to the Charlestown Bridge and on to Bunker Hill, via the new artery underpass, are properly executed as redevelopment of that area just outside the main gate proceeds. This may include consideration of opening other of the gates around the main entry to facilitate these connections, (egress via Gate E for example), as well as movement and circulation within the yard.

Old Ironsides, with her tall masts, has a long "Reach" indeed. She is a landmark which can be seen from atop Copp's Hill, Bunker Hill, from various points along the harborfront and on boats within the harbor. On the Freedom Trail, she is visible the entire length of the Charlestown Bridge.



# **KEY**

-  Existing Freedom Trail
-  Freedom Trail Sites
-  "Yards"
-  "Front Walks"
-  "Reaches"
-  Best photo angles

**Figure 10: Site "Yards", "Front Walks" and "Reaches" - Charlestown**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts

**Bunker Hill Monument:**

A heavy wrought iron fence, presently under repair surrounds the 19th century landscape which is the "yard" for the Bunker Hill Monument. Like the State House, the grounds are conceived as grand and formal, designed to highlight the structures within the yard. Over the years, haphazard 'improvements' (Lighting, paving materials, site furniture, railings and ramps) have found their way onto the site. While the basic formal structure of the park-like setting remains, much of the awe and grandeur of the site are lost. The massive stonework of the stairs, walls and curbs need repair and resetting. The grassy yard is heavily used by the surrounding neighborhood.

Apparently, the corners of the breastwork are spotted on the site with small, and wholly inadequate, stone markers. There is very little interpretation or orientation, either of the site or its surroundings.

While at present, the temporary route for the Freedom Trail brings visitors to the site from the rear, via Tremont Street, the most appropriate "Front Walk" approach is along the sidewalks and cross walks at High and Lexington Streets. This is true whether the route is via Winthrop Square or up Monument Avenue. The crosswalk at Monument Avenue is particularly important in that it provides direct connection between the Bunker Hill Museum and the Monument.

Even more so than the masts of Old Ironsides, the obelisk atop the hill exerts a tremendous "Reach" as a prominent landmark on the Boston Skyline. The monument dominates Charlestown. For the visitor approaching the site, the axial view up Monument Avenue is remembered forever, and, one can certainly argue, provides the best photo opportunity. The angled approach from Winthrop Square to High Street also offers very dramatic photo opportunities. From the monument itself, there is a wide panoramic view of Boston, its suburbs and its harbor.

- End of Section -

## 4. THE "LINE OF MARCH"

This section examines the physical trail itself, i.e., the "red-line", as well as the field (sidewalks, crosswalks and pathways) on which it lies. The materials of the ground plane, i.e. the Trail and the sidewalks and crosswalks that carry her along, are documented. Ease of movement is analyzed with regard to sidewalk width, slope and cross slope at key locations, as well as obstructions that restrict the Trail to critical degrees. The issue of accessibility for the physically handicapped is examined, both overall and with special regard to curbcuts and obstructed line-of-march. This section also examines the performance of the Trail as an orientation device, documenting continuity of the line, as well as confusing duplicity in some locations.

### 4.1. The Ground Plane

The critical aspects of the "line of march" ground plane existing conditions are graphically delineated in **Appendix A**. The index to those maps is show in **Figure 11**. The following text provides a brief overview of the materials and conditions which comprise the ground plane of the "red line" which is the Freedom Trail.

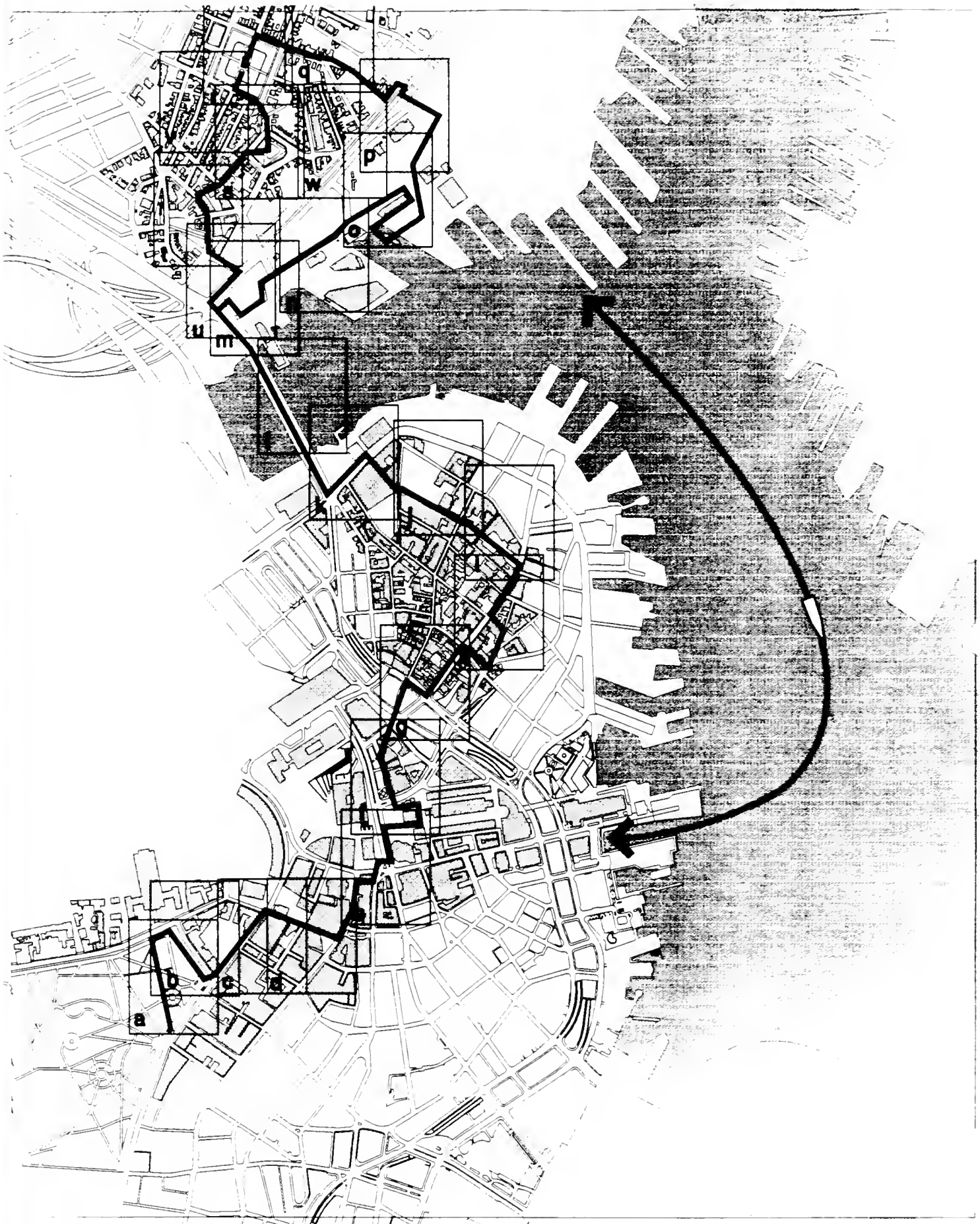
#### **Materials of the Trail and its Field**

Boston's streets are a mix of narrow twisting alleys and wide, modern boulevards. It is an old city, in constant flux, changing, yet remaining the same. Today it's walkways and sidewalks vary in materials and design from basic concrete to brick and granite pavers, and in shape and size from small cobbles to large granite slabs. Beneath these sidewalks one can expect to find extensions of buildings' basements and delivery vaults. The following paragraphs discuss the materials which make up the "Line," the field in which they are placed, and their relative success in delineating the trail.

#### 4.1.1. The Line of the Trail

The materials which make up the line of the Freedom Trail are diverse and include:

**Brick:** According to a prior report, when asked of several Freedom Trail users, as they were about to depart on their final segment of the trail, what is the predominant material of the trail, they all responded confidently "red brick." This is quite surprising, since only 19% of the trail is red brick.



**Figure 11: Ground Plane Analysis Index Map**

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This material is clearly the medium of choice for the Freedom Trail. What material says Boston more than Brick. It is durable, medium in price range and it comes in red. At present, a variety of examples of brick used to delineate the line, can be found scattered throughout the Trails length. The typical alignment is running bond, though basket weave and sailor courses are also represented. The bricks are primarily red, though blackish colored bricks have been predominately used when defining the trail in brick sidewalks.

**But how about brick on brick?** To date, a firm commitment to maintaining a consistent treatment throughout the trail is not apparent. The signature of individual designers can be seen throughout the trail, each making his own mark on the City's tapestry. Where large, prestigious projects abut the trail, more elaborate finishes have been used on adjacent city walks. Usually brick has been used in these instances, thus tending to obscure the purity of the line. In these instances the trail is defined with the same material or a contrasting dark brick or granite. Where the trail is defined as a granite strip or black pavers in a brick field, one is easily confused, for as we all know, the trail is red! This particular problem became so noticeable, between Old South and the Old State House, that this expensive detail has been painted red.

**Granite:** In the Blackstone Block, a mixture of granite and brick pavements weave a mosaic of textures that greatly enhances the historic character of the site. Here, perhaps more than any other span along the trail, walkway and sidewalk become one, separated not by the typical curb reveal, but by the textures and colors of the pavements themselves. It is in the narrow alley around the Union Oyster House and the Green Dragon Tavern Lane that a most successful use of granite for delineating the trail can be found. While this same treatment fails between Old South and the Old State House, but it works here for the simple reason that the visitor is constrained by the narrow alley way with few options for making mistakes.

**Paint as the Predominant Trail Delineator:** Making up about 73 % of the trail, the painted line is the most ubiquitous trail delineator. It has been 43 years since the Freedom trails opening in 1951. It has clearly been more palatable to budget a relatively small amount of money each year to repaint the line than to upgrade the marking to more permanent materials.

From a positive point of view, the painted line is easily identifiable, no matter what surface it is placed upon, be it bituminous concrete, cement concrete, brick or granite. Although it wears poorly in high traffic areas it is easily restored. When changes in the trail route occur, the painted line can be easily eradicated. At street crossings where the potential of resurfacing is great, the cost implications of lifting and resetting brick and or granite cross walks are quite clear.

#### **4.1.2. The Fields that Carry the Line**

As with the 'Line', here too there are numerous material which make up the sidewalks and crosswalks of the Freedom Trail:

**Concrete as field:** The vast majority of sidewalks constructed within the city proper today are cement concrete. Concrete provides a hard durable surface which can be textured in endless ways. It is relatively inexpensive and, at time of pouring, is flexible enough to fill voids and take the shape of its container. Unlike granite, concrete does not age well and therefore it is unlikely that our descendants will ever try to preserve the remnants of the concrete we install today.



Aesthetically, concrete is not as pleasing as the more noble materials of brick or granite, yet, in a city that is constantly changing and pressed by cost constraints, concrete will always be a major part of the Freedom Trail's vocabulary.

One of concrete's greatest assets is its light reflective quality which allows it to contrast with the line, be it red, of brick or paint, or the darker grey ranges of other trail pavers. It is an easily cast medium which allows insets of pavers which form the trail's line, and of art, to embellish and enhance the trail's story, as exemplified by the mosaic in front of Old City Hall celebrating America's First Public School.

**Historic Granite fields:** In contrast to the usual brick or concrete walks, there are areas, particularly in the North End, where historic granite slab paving still exist. These pavements are part of the fabric which the Freedom Trail so diligently tries to protect. Yet in the rush to delineate the trail, these remnants of the past have been damaged. Beautiful granite slabs, which stretch from building to street edge, most assuredly cover basement extensions or vaults. Here brick-like tiles have been callously mortared into shallow mortised grooves. This treatment is irreversible and the integrity of the granite slab has been compromised. In addition the designer or contractor failed to understand that the slabs move independently of each other and thus require that the tile joints align with those of their granite field. The result of not doing so is painfully clear, where tiles are broken or missing and asphalt has been applied as a quick but nasty fix.

**Smooth vs. Rough granite... A digression...** The use of granite along the Freedom Trail varies widely from historic cobble streets and granite covered vaults to smooth granite walks recently installed to maintain the flavor of this historically significant material, while satisfying the need for accessibility. The traditional cobble stone street is beautiful, yet, save for a few historic settings, it has become almost extinct as a roadway paving material. Sam Adams Park, in front of Faneuil Hall, will soon be paved almost entirely in smooth granite. The reasoning behind such a decision is sound, yet we lose rich texture and light reflecting qualities. By moonlight smooth granite pales in comparison to a cobblestoned surface, where the play of light and shadow lend life to the night. When wet the light reflecting qualities of the cobble surface is unsurpassed.

In one portion of the Blackstone Block the smooth brick walk provides an accessible surface while the cobble street provides the rustic character of a time gone by. This very successful use of materials perhaps is equaled no where else on the trail. In contrast, where the trail crosses North Street, one of the last intact granite cobblestone crosswalks in the city, while lovely, fails miserably as an accessible surface. Though perhaps ill conceived as a pedestrian crossing from the beginning, the cobblestone adds vitality to the streetscape. The Freedom Trail is clearly delineated within this cross walk, by a running bond strip of brick. Unfortunately, this brick/cobble combination is unsuitable for a trail surface. In addition to the before mentioned accessibility problems, this treatment presents considerable costs when street resurfacing becomes necessary.

The use of smooth granite walkways to traverse the fields of cobble around Faneuil Hall represent a reasonable solution to accessibility while maintaining the beauty of the cobble texture. Two years ago, during a major restoration of Faneuil Hall, modifications to the paving surrounding the hall were made to resolve accessibility issues. Within the new walkways a strip of running bond

brick clearly defines the Freedom Trail. The older smooth granite walkway has the line painted on it. From a maintenance point of view alone, the 'brick sandwich' is more successful. Unlike the historic granite paving found in the North End there is no value lost in this treatment, unless the trail is relocated in the future.

#### **4.2. Ease of Movement and Accessibility**

The ideal trail configuration would provide a clear path, free of obstructions and traffic conflicts. However, as previously noted, Boston is an old city, continually renewing itself. The result of such a process, and our ever evolving set of building standards, will always yield a less than perfect built environment. This imperfect environment is city wide and will affect the Freedom Trail no matter where one tries to relocate it.

For the past forty-three years, millions of tourists and business people have visited Boston each year and have walked at the Freedom Trail. With the exception of the handicapped and the very old, the existing ground plane and various intrusions which are set upon it have not seriously hampered the visitors experience. Today, more than ever before, we are more aware of and are required to design for the needs of the handicapped individual. With regard to recent ADA codes, drastic changes to the built environment would be required to meet these standards. It is not the intent of this report to point out each and every instance where the existing codes have not been met. To take such a critical view would suggest that we raze Boston to the ground and start over again. Short of this, there are many instances where relatively minor changes to the layout and design of the Trail will make it much more accessible. Critical issues are discussed below:

##### **Slope and Cross Slope:**

The majority of the Freedom Trail traverses terrain which exceeds the 5% slopes deemed accessible by the ADA. In many cases they exceed the 8.33% maximum allowable for ramps with rails. This is normal for the streets of any city and can not be readily changed. Cross slopes, on the other hand, are thought to be more readily changed to conform to the 2% maximum required by code. Cross slopes along the trail rarely meet this requirement. As indicated on the plans in Appendix A, cross slopes of up to 18% have been recorded along the trail. The repair of such is desirable, even for able bodied pedestrians. Unfortunately major changes to roadways buildings and curbs will often be required to meet these standards.

##### **Walkway Width:**

As can be expected with the numbers of people that walk Boston's streets on a daily basis, there is need for fairly wide unobstructed sidewalks along the entire trail. The need is greatest at the beginning of the trail, from the Common up to Faneuil Hall, where pedestrian volumes approach critical mass. East of Faneuil Hall, the tourist crowds tend to thin out. On the Charlestown end of the trail, a walkway with sufficient width for a wheelchair and a pedestrian to pass should be adequate.

Areas of particular concern include:

- The top of the Common's steps at The Shaw Monument, where the sidewalk is narrow, steeply cross sloped and is intruded upon by light and sign poles. In two instances the red line of the trail runs into pole and sign bases (which, incidentally, didn't escape the dance of the painter's brush). Access through this area is difficult for groups of four or more and impossible for the wheelchair bound person.

- In the North End several potential realignments of the Trail were explored to improve access, improve views and take advantage of Trail realignments that will come about due to the Artery Project. Many of the side streets were interesting but due to their narrow sidewalk width failed to meet the needs of the numbers of visitors.

### **Obstructions:**

As indicated in the proceeding paragraphs, obstructions, when combined with narrow sidewalk widths, can greatly reduce the ease of movement for all intended users. Stairs and curbs can prevent the individual confined to a wheel chair from enjoying his/her visit to Boston and are clearly in violation of the intent of the ADA.

#### **4.2.1. Stairways**

**The Common:** At the corner of the Common, adjacent to the Shaw Memorial, Stairs complicate the accessibility problems already discussed regarding sidewalk widths.

**The Granary:** At the Granary Burying Grounds, steps at the main entrance limit access. An attempt has been made to provide an accessible side entrance off Beacon Street down Tremont Place, but it is not signed or on the marked trail. It should be noted that portions of Beacon Street are very steep and may prove to be too difficult to traverse for many people confined to wheel chairs.

**Paul Revere Mall/Old North Church:** In Paul Revere Mall a crude ramp has been cut into the edge of the park to provide an alternative to the adjacent steps. This ramp fails all accessibility standards, even though ample space is available to correct the problem. Beyond the Mall Old North Church rises majestically into the air. Unfortunately so do the stairs which lead through a pleasant garden space to the Churches entrance on Salem Street. The handicapped individual is again forced to leave the trail and circle the block to reach his destination. During his trip he must use the road itself for sidewalks are too narrow, though poorly designed curb cuts mockingly suggest accessibility.

**Copp's Hill Cemetery:** At Copp's Hill no attempt has been made to provide accessibility, though alternative access through the Michelangelo School was discussed in the BRA's Freedom Trail Revitalization Plan (1991). Though no steps occur from Copp's Hill to Commercial Street, excessive slopes make it impossible for all but the heartiest of handicapped individuals to conquer the grade.

#### **4.2.2. Curb Cuts**

According to the ADA's concept of curb cuts, few in Boston are done correctly. It is not surprising, for curb cuts executed according to today's codes need an almost perfectly level site. In most instances, where the sidewalk is going up hill, the curb cut can never meet the maximum slopes required within the required distances. In the real environment, such as Boston, constraints of slope, narrow walks, walkway obstructions, underground vaults and the like complicate and contort the simple curb cut. In addition, the rules for curb cuts have changed over the years and several now defunct styles exist. Some curb cuts will never meet code and the majority will require the reworking of much larger area of walk than the ramp itself takes up.

As identified in **Appendix A**, there are a few locations along the line of march which do not have curb cut ramps and should be addressed as soon as practical, including:

- The crossing in front of the State House

- Directly opposite Old South Meeting House: While one exists further down the block, a new crosswalk on axis with the building entry, would allow more direct access to Old South but would require the addition of curb cuts on both sides of Washington Street.
- Boston Massacre Site: Though nothing may be needed now, a renovated interpretive site would require additional consideration for curb cuts and cross walks.
- Bunker Hill Monument on the Bunker Hill side of the Monument Square/Monument Avenue intersection.

#### 4.2.3. Vertical Obstructions

Finally, it is noted that in a number of key locations, vertical obstructions rise up to further block the way and to impede movement along the trail. This includes fixed objects such as utility poles, sign posts, hydrants, equipment boxes and trees, as well as non-fixed items such as newspaper vending boxes.

Vertical obstructions present a particular problem where the trail's width is already constricted and where visitors tend to congregate, such as: at the Shaw Memorial terrace opposite the State House; by King's Chapel at the corner of School and Tremont; and in front of the Paul Revere House. It is a potential issue along Monument Avenue approaching the Bunker Hill Monument.

By their presence, vertical obstructions also diminish the qualitative 'approach' and viewing experience for visitors such as at the Old South Meeting House, where the sidewalk directly opposite the front entry is solidly blocked by newspaper boxes and ill-placed poles. At the Old State House, the quintessential view of that facility from the view angle of the famous sketch of the Boston Massacre is blocked by a forest of utility, sign and traffic light supports, greatly diminishing the quality of that particular photo opportunity. A similar situation exists in front of King's Chapel. Compare these situations with the open and unobstructed approach to Faneuil Hall along Merchant's Row and the issue is clear. All sites would benefit from an aggressive, vertical obstruction relocation program along their approach routes.

#### **4.3. Ease of Orientation**

A final, critical aspect of the Line of March pertains to the orienting and path-finding qualities of the trail. Simply put, how well does the Freedom Trail meet its central mission as a directional device which assists visitors in finding their way from one designated site to another. The short answer is very well, with a few notable exceptions. When analyzing the orientation of the trail as an orienting device, two critical elements emerge: 1) the quality of the line itself, and 2) supplemental cues such as trailblazer signage., placed by a variety of agencies and organizations along the Line of March. Each is discussed briefly below.

##### **The Line:**

For the Line to be most useful as an orienting device, two basic qualities are necessary: continuity and visibility.

**Continuity:** The core concept of the Freedom Trail is a continuous line on the ground connecting sites with one another. This critical continuity is maintained in all areas except at the Massachusetts State House, where the trail tries to connect several nodes (Main steps, JFK statue, and HP access); along the awkward 'double-back' at King's Chapel and the Old Burial Ground; at the Old State House where of the Line enters the building on one side and exits another; and at the Charlestown Navy Yard.

At a few locations along the trail, one runs across abandoned trail remnants, which tend to be disorienting. As seen in **Appendix A**, examples are found between City Hall and Faneuil Hall; along Hanover Street; and approaching Old Ironsides.

**Visibility:** As mentioned above in the discussion of the materials of the trail, there are a number of trail segments where the core materials of the trail, i.e. red brick and red paint, have been replaced with other materials of another color, as part of a larger sidewalk improvement project. This change of materials, while obvious to the designer, is disorienting, if even for the moment, for the rest of us.

Another example of visual confusion occurs whenever the red brick is placed on a field of similar materials, such as in front of the Paul Revere House and at the Old North Church. Here the visual cue relies entirely on the change of pattern in the otherwise homogeneous, brick pavement area. Even in tight and confined locations, the visitor must search for the way out.

**Signage:**

If the continuity and visibility of the line on the ground plane is strong, the Line of March will be obvious, and there will be little need for supplemental cues such as trailblazer signage, except perhaps to lead the visitor to the Line in the first instance.

There are already too many signs in place. Not only are they redundant and unnecessary, they have been randomly and sporadically placed by a variety of agencies and organizations along the Line of March. The result is not only visual pollution, but also a weakening of the concept of the line as trail delineator. Get rid of them.

- End of Section -

## 5. SUMMARY OF OPPORTUNITIES

This existing conditions inventory has identified a number of site specific opportunities related primarily to offering higher levels of orientation and interpretation, for further consideration in subsequent phases of this master planning effort. These include possible Trail realignments, unique open space opportunities and possible visitor center sites.

### 5.1. Potential Re-Alignments of the Line of March:

The Freedom Trail is well established and its present routing is well tested by time. Numerous businesses benefit from their location along its line of march, indeed, it has been an important factor in location decisions for many establishments. However, as field observation confirms, individual segments of the trail have been moved from time to time, according to the needs of the day. As part of a comprehensive rethinking of the Freedom Trail, limited rerouting of specific trail segments, identified in **Figures 12, 13 and 14**, might be considered for the following reasons:

#### **Re-Routings for More Consistent Handicapped Accessibility:**

Ideally the Freedom Trail should provide a clear path that is accessible to all. Boston is an old city which is continually renewing itself while trying desperately to retain the history and integrity which has made Boston - Boston. It is the very fact that we are dealing with an old, historic city, a city that we are trying to preserve for generations to come that, we must take great pains in dealing with the handicapped accessibility issue.

Today, more than ever before, we are aware of, and are required to design for, the needs of the handicapped individual. Throughout the trail there are numerous problems with curb cuts, sidewalk slopes and cross slopes that are discussed in the existing conditions/line of march section of this report. The following concerns are noted at two specific locations along the Trail which need drastic changes to correct accessibility issues:

**The Massachusetts State House:** This site is not presently accessible from the **Boston Common** to those in wheel chairs. A massive, ceremonial stairway separates the Common from Beacon Street and the sidewalk at the top, especially in front of the Shaw Memorial, is narrow and full of obstructions, making it difficult for more than one able bodied person to pass at a time.

The opportunity may exist to creatively tie the Freedom Trail to the Shaw Memorial by adding a ramp, which would cut through to Park Street. This would allow for the visitor, confined to a wheel chair, to skirt the stairs. Modifications to the sidewalk, fence and lighting will also be required to provide access from that point to State Street.

On Beacon Street, the Freedom Trail connection to the State House is not as direct as it should be. It may be possible to modify the street to make a wide pedestrian crossing, perhaps at the sidewalks elevation, which connects the Shaw Memorial area directly to the front of the State House. The roadway in front of the Memorial is too narrow to neck down, thus reducing the ability to widen the walkway to meet accessibility needs. The relocation of signage and light poles alone would be an improvement, but would still fail to meet accessibility codes. The concept of a wide, raised brick crosswalk, though occurring nowhere else along the trail, would solve accessibility and visual connection problems without significantly changing the way vehicles use the area.





# **KEY**

	Existing Freedom Trail
	Potential Trail relocation
	Temporary Alignment
	Potential short cuts
	HP/alternative Links
	Existing water shuttle
	Potential water shuttle
	Freedom Trail open spaces
	Other significant open space

**Figure 12: Alignment Options - Downtown**

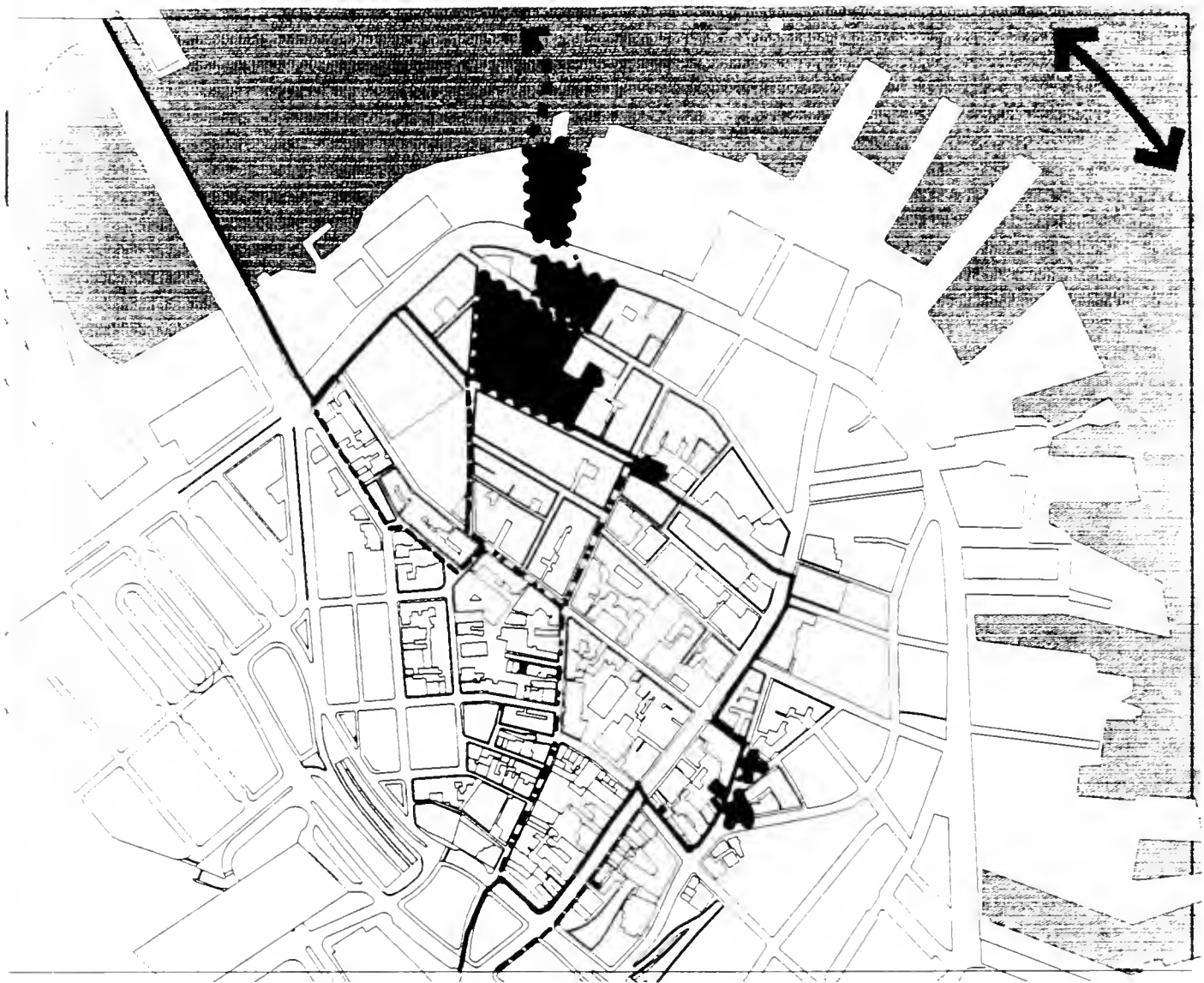
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**Copp's Hill Burial Grounds:** At this site in the North End, there are several options for meeting the needs of the handicapped. Two nearby locations offer vantage points from outside the burial ground, where the handicapped individuals can get a glimpse of the site. These two locations for the handicapped/interpretive stops are 1) the Snow Hill/Hull Street intersection diagonally across the street from the burial ground and 2) at the top of Copp's Hill Terraces.

Within these locations, interpretive information and graphics would provide a significant amount of information to make up for not being able to view each individual grave site. These sites would also be utilized by the able bodied visitors as points to rest, for the next leg of their journey is a long one. The fact that the interpretive information is placed within these areas would reduce the need to put signage within the burial ground itself, thus allowing for it to be viewed as it was originally meant to be. The Copp's Hill site also provides a good view of Charlestown and the waterfront and therefore offers additional interpretive opportunities.

A second approach to providing accessibility to Copp's Hill Cemetery is to provide a rammed sidewalk up to the burial ground entrance. From our initial calculations this is possible, however it would significantly modify the appearance of entrance to the site. To achieve this end, a rustic, retaining wall would be installed on the curb line and have hand and guard rails attached. The stairs which cut through the existing stone retaining wall, would be removed. Due to the close proximity of the hand rails to the street edge bollards would be required to protect them from automobiles. We believe that the ramp and rail system could be done tastefully, but that the historic appearance of the site would be diminished.



# **KEY**

	Existing Freedom Trail
	Potential Trail relocation
	Temporary Alignment
	Potential short cuts
	HP/alternative Links
	Existing water shuttle
	Potential water shuttle
	Freedom Trail open spaces
	Other significant open space

**Figure 13: Alignment Options - North End**

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**Reroute for Most Activity:**

**Figures 2, 3 and 4** document the locations and concentrations of visitor related uses and activities along, and in the vicinity of, the Freedom Trail. The greatest activity and patronage appears to be within the two thirds of the Trail running from **Boston Common to Old North Church**. However, even within this area, the stretch of Tremont Street, from Park Street Church to King's Chapel, has less supporting activity than parallel alternative routes, either via Beacon Street or through the Downtown Crossing area. Similarly, better routes exist between the Old State House and Faneuil Hall, via either Government Center Plaza, and the proposed pedestrian bridge, or along State Street and Merchants Row to the front of Faneuil Hall.

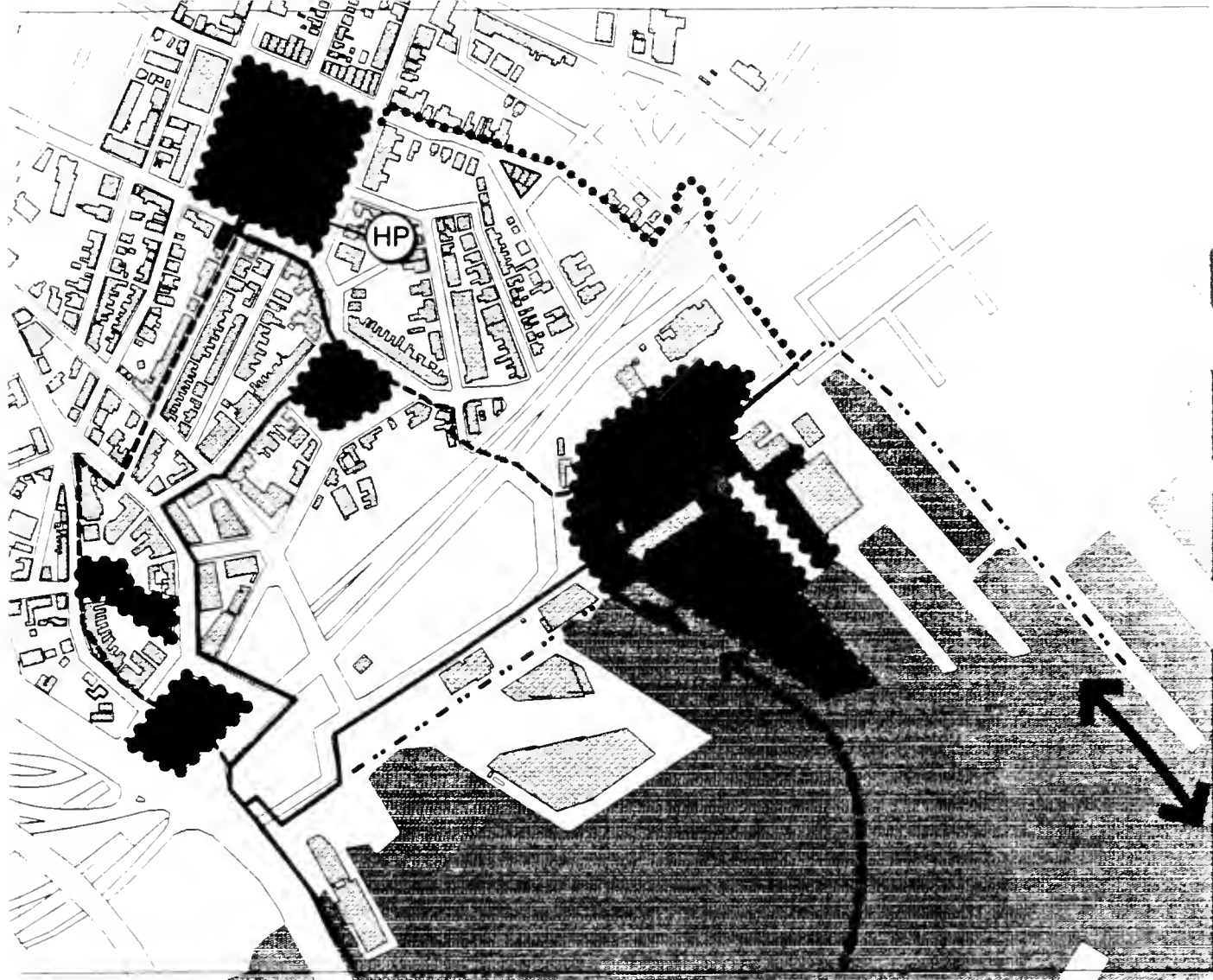
The **Central Artery** construction offers a wonderful opportunity to better connect the North End with the Faneuil Hall Market area, not only with paths, but even more importantly, with activities which reinforce this vital and historic link. Proposed roadway relocations, including the extension of Hanover Street across the artery suggest possible Freedom Trail realignments.

From **Old North Church to Bunker Hill**, it appears that the trail determinedly avoids streets where visitor related uses and activities take place. Relocation of the segment from Copp's Hill to The Charlestown Bridge down Snow Hill and across Prince Street and along Endicott would provide a livelier and richer visitor experience. A water connection via Copp's Hill Terrace and the waterfront park should be investigated.









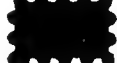
In **Charlestown**, the trail does not take full advantage of the shops and restaurants of Main Street and City Square. Even the Navy Yard, home quarters for the U.S.S. Constitution, is in need of a better circulation plan for visitors on foot. As redevelopment of the City Square area goes forward, full advantage should be taken of this reconstituted city on the square.

**Reroute for 'Best Views':**

Some of the best photo opportunities of the Freedom Trail sites are shown in **Figures 5, 6 and 7**. It is noted that this analysis is highly subjective and should not be construed as conclusive. In addition, it is noted that photographing within the city is highly dependent on time of day and season, for the shadows that modern towers cast allow only a small window of time to capture the best images. Within the above mentioned figures "other special views" are indicated. These represent views to distant Freedom Trail sites that help the visitor understand the relationship of the city's scale or help orient the individual by having him/her relate to the overall juxtaposition of the trails elements.



# **KEY**

-  Existing Freedom Trail
-  Potential Trail relocation
-  Temporary Alignment
-  Potential short cuts
-  HP/alternative Links
-  Existing water shuttle
-  Potential water shuttle
-  Freedom Trail open spaces
-  Other significant open space

**Figure 14: Alignment Options - Charlestown**

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## 5.2. The Trail as 'Annotated Guideline'

In analyzing the Line of March of the Freedom Trail, three elements of the line, offer particular opportunities to improve the pathfinding and interpretive characteristics of the Trail itself:

### **It should be a Continuous Ribbon of Standard Design:**

It was the original intention of the Freedom Trail founders to create a simple stripe in the sidewalk which provided a continuous and highly visible line linking the sites, one after the other, from beginning to end. From the physical point of view, this remains the single most important function of the Freedom Trail 'Line'. The simpler and cleaner this line can be, as an uninterrupted, flowing ribbon of easily recognizable design, which ties the sites together, the stronger it will be.

The implication of this premise is that the trail links individual site venues via its "front walk", bringing the visitor past and through obvious points of entry/egress without requiring the retracing of steps, and specifically to avoid little stub segments which direct visitors to each individual point of entry and egress within the site venue. For example, at the Massachusetts State House, the individual stub trails to the HP access doors, the JFK Statue, and the front steps result in trail discontinuity and confusion. Site identification tablets or medallions could be set in, or along side the trail, to indicate and reinforce the fact that the trail was passing by or through an individual site or important element.

With regard to a standard design, as noted above, brick is seen by all as the preferred material for the trail in the long run. However, the line of the Freedom Trail must be legible whether set in a background field of concrete, asphalt, granite or brick. Of these combinations, field observation concludes that the brick-on-brick configuration is most confusing, unless in a very confined location where direction is obvious. One solution is that the standard profile would be brick, banded on either side by narrow granite paver strips. The trail would then be visible even as it passed through a variety of brick patterns.

### **It can provide a unique opportunity for 'On Line' Interpretation:**

Assuming the brick line of the trail were banded, as described above, interpretive and informational messages could be etched into tablets the width of the brick stripe at key locations along the way, without destroying the integrity of the line. For example, an informational tablet could be set into the trail at the point where the visitor first enters the "reach" of a given site. Key photo opportunities could be spotted in the line. Simple identifiers could indicate interesting sites and activities, which while not an officially designated Freedom Trail site, are worthy of mention, and which add interest, particularly along the longer stretches of the Trail.

In the "Front Walk" area of each site, the intensity of information could grow, culminating with the placement of a very distinctive 'identifying medallion' at the entry to the site itself. By the very proliferation of messages within the Line itself, at the site entry, the site is identified as a particularly important place along the way.

**It should be easy to find one's way onto the Trail:**

If the trail is developed as the very legible, engaging, and continuous ribbon described above, there is very little need for pole mounted, trailblazer signage, once the visitor has found the trail. However, the visitor should be able to easily find his way onto the trail via visible and identifying markers, recognizable from a distance, strategically placed at key approaches along the trail.

The system of pole mounted banners, with their distinctive weather-vane tops, as proposed by the BRA could be very effectively used for this purpose. Placed strategically along the route, at key approaches to the trail, i.e. via well traveled tourist crossroutes from other attractions, trails, garages, MBTA Stations and services, these elements could provide preliminary orientation also.

**5.3. Unique Open Space Opportunities**

As seen in **Figure 15**, a number of unique opportunities exist in the streets, plazas, and open spaces comprising the Trail setting. These opportunities range from simple aids to Freedom Trail orientation, to special interpretive opportunities, to places where new activities can be introduced to directly enhance the visitor experiences. Some unique open space opportunities identified thus far include:

**On the Common:**

In front of the existing information kiosk, run by the Boston Visitor and Convention Bureau, Parkman Plaza marks the beginning of the Freedom Trail. This circular paved area, flanked by statues celebrating mechanics labors, is in fair condition and is in need of renovation. In the center, a circular planter is planted with flowers each summer. During the winter months the planter lacks decoration. As the starting point of the Freedom Trail, this space provides a unique opportunity to introduce the visitor to the Trail and to Boston itself. A graphic representation of the Freedom Trail or a time line within the circular plaza pavement could provide needed orientation or a story line that clearly links the Trail's sites in chronological or geographical order. This key location is the beginning (or, if you wish, end) of the Trail, which be celebrated. Due to the art work within the plaza, this area is closely scrutinized by Boston Arts Commission. Any design work within the square must be reviewed and approved by both the Arts Commission and the Boston Parks and Recreation Commission.

**The Green Line Platform:**

The 1895 subway line is not only of historic interest, it also provides the visitor one of the easiest means of accessing the Freedom Trail from hotels and surrounding metropolitan communities. The opportunity to announce the Freedom Trail on the Green Line platform should not be neglected. It is also possible to create an underground visitor center beneath the existing Visitors' Kiosk and have it tie directly into the subway station. It should be noted that there would be great opposition to any structure which extends above the ground plane within the Common and thus an approach of minimal impact on the Common should be taken. As evidence of this sensitivity, Landscape Architect Arthur Shurtleff even called for the removal of the headhouses of the Subway itself, as well as the wide walkway along Tremont Street.

**The Shaw Memorial/State House "Frontwalk":**

The Shaw Memorial, though not an official site on the Freedom Trail, tells an important story about the African-American effort to assist the Union during the Civil War. Though not necessarily part of the story that the Freedom Trail originally intended to tell, it clearly ties into the theme of Freedom. The Shaw Memorial, situated directly opposite of the State House, is not accessible to those in wheel chairs. Stairs separate the Common from State Street and the sidewalk at the top of the stairs, especially in front of the Memorial, is narrow and full of obstructions, making it difficult for more than one able bodied person to pass at a time. This is also a stop point for trolleys to pick up and drop off their customers along the Trail.

The opportunity exists to creatively tie the Common to the Shaw Memorial by adding a ramp, which would cut through to Park Street. This would allow for the visitor, confined to a wheel chair, to skirt around the stairs. Modifications to the sidewalk, fence and lighting will also be required to provide access from that point to Beacon Street. It is possible to make modifications on Beacon Street to provide a wide pedestrian crossing, perhaps at the sidewalks elevation, connecting the Shaw Memorial area directly to the front of the State House. The relocation of signage and light poles alone would be an improvement, but would still fail to meet accessibility codes. The concept of a wide, raised brick crosswalk occurs nowhere else along the trail, but would solve accessibility and visual connection problems without significantly changing the way vehicles use the area.

**King's Chapel Burial Ground:**

One of the most confusing segments of the trail is at King's Chapel and the Old Burial Ground, where the visitor, after visiting the Burial Ground must retrace his steps to the corner of Tremont and School Streets before continuing on. With proper coordination and design, a simple pathway connection could be opened up between the back of the Burial Ground and the plaza of Old City Hall Plaza, in the vicinity of the Franklin Statue. In this way the 'double back' would be eliminated and the trail could continue on as a continuous ribbon, down into the plaza in front of the Old State House.

Issues to be dealt with include the hours of operation of the Burial Ground, which should coincide with the hours of significant trail use, say year round, dawn to dusk. Coordination of the functions of the restaurant, Maison Robert, on the plaza also need to be addressed.

**Old South Plaza:**

Old South Meeting House, the site of the town meetings which led to the Boston Tea Party, is too often viewed from the distance, then passed by without a visit. It is important that this site be better patronized. Many changes are taking place within Old South to help capture the tourist market. To improve on this effort an opportunity exists



to realign the Freedom trail so that it crosses School Street at mid block and angles across the triangular plaza, in front of the former Boston Five building, to the entrance of Old South. The crossing at Washington Street should be widened or relocated to align more directly with the main entrance to Old South. All of the alignment changes proposed will require associated curb cuts.

The Plaza itself could become a center of Freedom Trail activity, especially if the National Park Service were to locate their visitor center in this area. This plaza could be programmed for activities throughout the year. Old South and the Old Corner Bookstore could both expand their sales by having outdoor souvenir booths within the plaza. Sales persons dressed in historic garb could be used to set apart the official Sites booths from the typical sidewalk merchants. The redesign of the plaza should be considered or at least somewhat modified to improve views of Old South. The removal or relocation of a tree or two within the plaza and signs and light poles on the adjacent side of Washington Street is strongly advised.

#### **Old State House/Boston Massacre Site:**

Adjacent to the Old State House, a traffic island is a poor solution to depict the Boston Massacre. Not too many years ago, the end of the Old State House was painted with silhouettes of British regulars firing on the citizens of Boston. Though perhaps detracting from the appearance of this historic building, the simple white silhouettes certainly had a story to tell. Today, tourists on the Freedom Trail line do not cross over to the traffic island where a circle of cobblestones marks the site of the historic March 5, 1770 Massacre.

The opportunity exists to modify the Devonshire/State Street intersection to tie the traffic island to the Quaker Lane Block. This would give the site a larger base to depict the Massacre. The potential of an environmental art piece to depict the massacre should not be undersold. This piece could take the form of lifelike sculptures or abstract images that depict the bloody actions that took place that eventful day. Whatever form the art takes it should not prevent the reenactment of the event that takes place each March 5th.

**Customs House Tower Area:**

The original Customs House was a four-faced Greek temple with fluted Doric columns of granite. In 1913 the present tower was built over the interior rotunda. Even today, though dwarfed by some of the City's newer towers, this building is one of the most significant landmarks in the Boston skyline. Though not presently included as part of the Freedom Trail. It has recently been identified as a potential NPS office and information center that would serve both the Freedom Trail and Water related NPS programs. It has also been identified for private redevelopment.

If the NPS develops the Customs House as a visitor center, the views of the City alone, from the observation balcony, will justify the additional stretch of the leg. The Customs House sits as an island in a sea of asphalt. To set the Customs House apart from the rest of the city, a softer, greener approach or a more decorative approach to the paving at the towers immediate base is advisable. This will reduce the amount of parking immediately adjacent to the Tower, but should not impact the use of the tower.

**Artery Corridor Crossing:**

Within the decade, the reconstruction of the Central Artery will provide a unique opportunity to reinforce and enhance the Freedom Trail traveler's experience as he passes from the Faneuil Hall/Blackstone area and into the North End. The City and all those interested and involved with the Freedom Trail should work very closely with the Artery designers to take greatest advantage of this very significant opportunity.

In the meantime, reconstruction is going to disrupt the flow of the trail and diminish the visitor experience, unless the process is conscious of the needs of Freedom Trail visitors. Programs of temporary signage, use of construction barriers as canvases for interpretation and information, and perhaps most importantly, the continued programming of activities and events in the Haymarket and under the existing artery should be encouraged.

**Copp's Hill Terrace/North End Park:**

The possibility of a more direct route to the Charlestown Navy Yard and Old Ironsides, which utilizes this area, is one of the most exciting ideas to surface to date in this study. The massive stonework of Olmsted's original plan are presently being restored. The waterfront park, directly opposite Old Ironsides, is a highly utilized recreation oriented facility, through which Freedom Trail visitors could gain access to a floating dock facility from which they would be ferried to the Navy Yard. The ferry could be a motorized launch or a more adventurous long boat of the Revolutionary War era.

Implementation would require a well designed HP ramp to get from Copp's Hill Terrace to Commercial Street. Docks would be required at both sides of the harbor. Cooperation agreements with the Boston Parks Department would be necessary for maintenance, operations and scheduling of access to this portion of the route, which may in fact be most feasible as a seasonal (summer) alternative.

**Snow Hill Park:**

A small triangular park at the intersection of Hull and Snow Hill Streets, diagonally across the intersection from Copp's Hill Cemetery, offers a possible interpretive viewpoint for the cemetery. This is a very pleasant mini-park, which could readily be made HP accessible and from which views allow interpretation of not only that site, but also the North End neighborhood, the Brink's Robbery garage and the waterfront beyond.

**Charlestown Bridge:**

The bridge that connects the North End to Charlestown is heavily used on two occasions during fire work displays and when the blue fish are running. In comparison to the numbers of visitors that hit the Trail each year, very few actually cross the bridge on foot. There are definitely good reasons for this, primarily, the distance between the Copp's Hill Burying Ground and Old Ironsides is too great. Without adding to the interest of this walk, one can see little change in the present level of activity. The bridge itself provides open panoramic views of Charlestown, the Charles River Basin and the Constitution and shipyard beyond.

By extending up the bulwarks below, a deck could be constructed at the Charles where seating and interpretive information would provide reason for the tourist to stop and rest his weary feet. The addition of viewing apparatus, such as sighting devices to key distant views, would add greatly to the interpretive graphics and data. Additionally, dramatic exhibits could interpret the fact that the upper structure of this bridge once carried the Orange Line to City Square.

#### **City Square:**

As part of the Central Artery project, City Square is being rebuilt as a major public park and gateway to Charlestown. Now under construction, a new City Square park lies in the heart of the historic city core and, for the Freedom Trail visitor, offers both a place of respite and a site for further interpretation. City Square also offers the potential to shift the current alignment of the Freedom Trail from its current location to the more historic and scenic Harvard Street.

#### **The Charlestown Navy Yard:**

This site offers tremendous potential as a visitor attraction. While much of the former military base has been converted to private use, the area around the entry gates and the forward dry dock areas are part of the Boston National Historical Park. In addition to numerous historic buildings, exhibits and visitor services, the yard itself offers great interpretive potential. As the largest drawing site on the Freedom Trail, this site needs a well thought out Master Plan which would maximize the potential of this extraordinary and complex, mixed use/mixed mission site.

The large open space between the main gates and Dry-dock #2, typifies the open staging areas required for the construction, refitting and repair of US Navy vessels of the 19th and 20th century. Today it is largely perceived by visitors as a harsh, asphalted, unappealing open space separating individual attractions.

One solution would be to recreate a series of interconnected, period landscapes, each associated perhaps with key build-ups of the Charlestown Navy Yard, and certainly with her two current star attractions, Old Ironsides and the WW II era destroyer, Cassin P. Young. The wharf areas around each could be arranged with the machinery and materials required for repair and outfitting of each to make them ready for their next voyage. Other wharf areas could be set up in anticipation of the 'imminent arrival' of other ships of the line, be they a wooden Civil War frigate, an early ironclad, a 20th century battleship or carrier, or even offering a futuristic forward look at 21st century 'Ships of the Line'. Visitor interpretation and shaded rest areas could be quietly integrated within these settings. Large cranes and material moving equipment could move through the area, giving it dramatic animation.

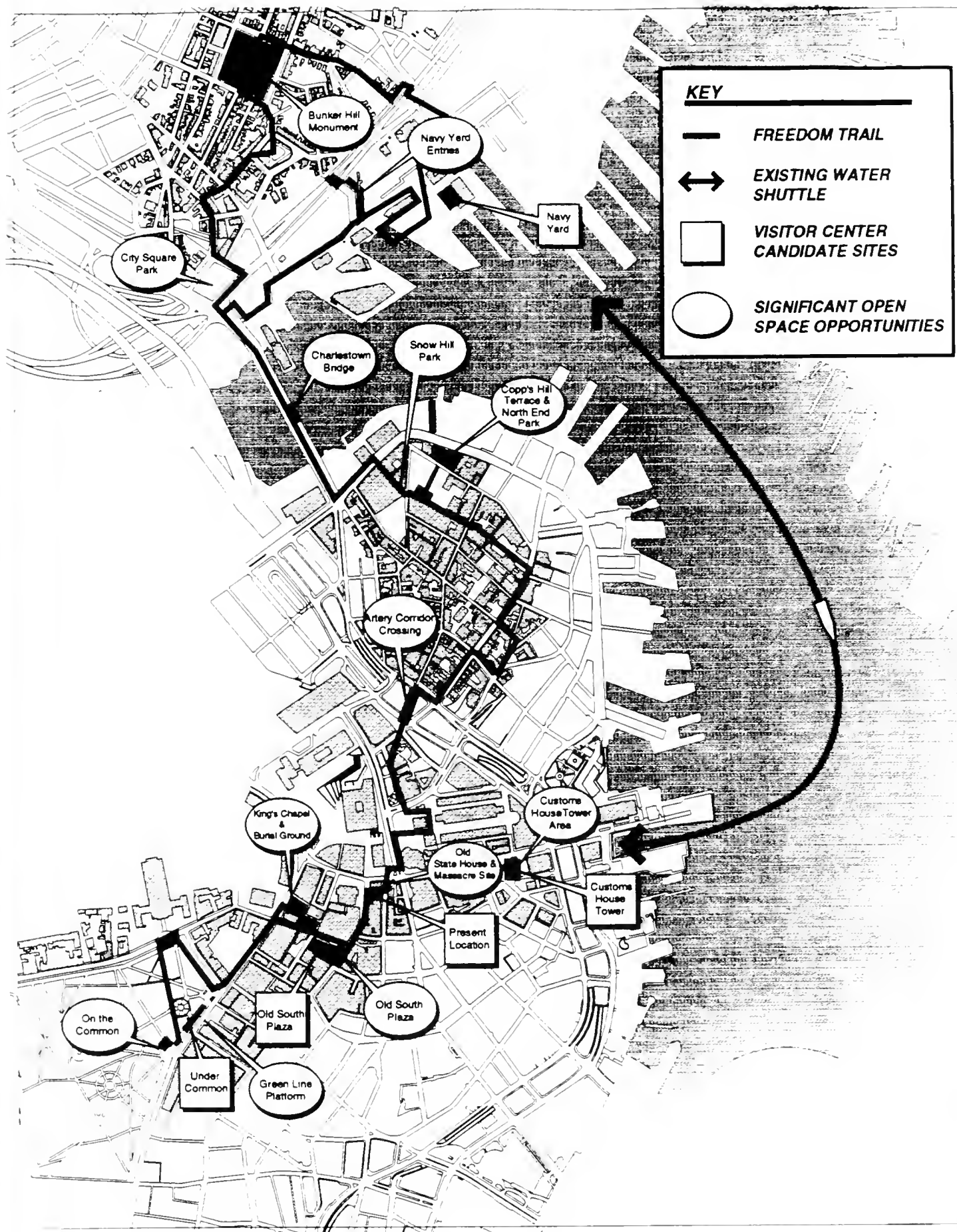
The area just outside the main gates deserves particular attention, in as much as this area provides the first point of contact for the visitor to the Navy Yard, and thus sets the tone for the entire visitor experience. Particular attention should be given to insure that the proposed 'Freedom Trail' connections, both back to the Charlestown Bridge and on to

Bunker Hill, via the new artery underpass are properly executed as redevelopment of that area just outside the main gate proceeds. This may include consideration of opening other of the gates around the main entry to facilitate these connections, (egress via Gate E for example), as well as movement and circulation within the yard.

**Bunker Hill Monument:**

The park surrounding the monument is in need of complete restoration. At present, there is very little outdoor interpretation or orientation, either of the site or its surroundings.

With regard to interpretation, the surrounding 19th century urban fabric, while beautiful and historic in its own right, is in no way reminiscent of the rural farm landscape rising up the hill from the village of Charlestown, on which this important battle was fought. Wayside markers, with period landscapes could help recreate the scene. Consideration should be given to providing a better delineation of the breastworks behind which the colonial forces peered out to "see the whites of their eyes". Recreation of a portion of the breastwork, coupled with an interpretive program which placed the visitor, waiting anxiously, behind its protective earth, as scouts announced the measured approach of the Redcoats, could provide an unforgettable experience for young and old.



**Figure 15: Visitor Center & Open Space Opportunities**

Freedom Trail Master Plan:  
Existing Conditions Study

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as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts

#### 5.4. Possible Visitor Center Sites

As part of this initial phase, possible alternative sites for a new primary visitor center and/or a series of satellite centers are to be identified for further study in subsequent phases of this master plan effort.

One can argue that every Freedom Trail site is a satellite visitor center, and that, with the possible exception of the area between Copp's Hill and Charlestown, they are close enough to one another to adequately serve the visitor needs. This assumes a willingness on the part of each site, in addition to interpreting and promoting their specific site, to take on the critical general functions of providing orientation and rest facilities. This is a reasonable assumption, these services would most efficiently be supplemented by encouraging participation by private businesses who profit by their location on the Trail. As seen at the Paul Revere Mall, isolated restrooms, even in a well traveled public place are problematic. However, if that facility were offered to private concessionaires, with the understanding that supervision and management of the public restrooms was part of the lease, the result could be very different. This could also be the case, if a boat concession were developed at the North End waterfront park opposite Charlestown.

MBTA Station Platforms at Park Street, State Street, Haymarket and Bunker Hill should be considered, at a minimum, for orientation and initial contact. These are very important points of entry to the Freedom Trail.

With regard to a major new visitor center facility, a number of sites might be evaluated against the present **State Street Visitor Center**, which itself is in a good location, both strategically at a critical juncture of the Trail, as well as at one of the Freedom Trail's defining sites, the Old State House and the site of the Boston Massacre. With proper reprogramming and redevelopment, this remains a viable site for consideration. Other possible sites that this component of the study team favors for further consideration include:

##### **The Boston Common Area:**

If the premise that the Freedom Trail begins on Boston Common and ends at the Bunker Hill Monument is accepted, the Boston Common area is a very logical site for the main visitor center. This notion is reinforced by the fact that the Common is central to other downtown tourist attractions, including Beacon Hill, Back Bay, the Public Garden, and the traditional Downtown shopping core. The MBTA Red Line and Green Line stop here at Park Street Station. It is the most central location with regard to hotel rooms in the area. Three approaches to siting a facility within this area have been identified:

**5.4.1. Under Common:** Not to be confused with the garage of same name, a major joint development opportunity exists to place a combined City/Region/NPS/Freedom Trail Visitor Center under the Boston Common, adjacent the Red and Green Lines, with direct connections to each. A simple, but elegant head house, about the size of one of the present MBTA structures, would allow access and egress directly from the Common. The possibility of accessing and egressing the visitor center via the existing MBTA head houses should be thoroughly investigated to absolutely minimize impact on the Common.

**5.4.2. On Tremont or Park Street:** There are a number of existing buildings on these streets opposite the Common which could be converted into a major new visitor center. On Park Street in particular, the opportunity may exist to front on Boston Common and to back up onto the Granary Burial Ground. While a facility on Tremont might be relatively lost within the commercial fabric of that side of the

street, a Park Street location would be further enhanced by its placement between the Massachusetts State House and the Park Street Church.

**5.4.3. In the Massachusetts State House:** Assuming the Commonwealth were receptive to the idea, this landmark Bulfinch structure, with its signature gold dome, could potentially house a new and exciting central visitor center. Quite likely, the mission would necessarily be expanded to promote the attractions of the entire state. This is the one Freedom Trail site where such a facility could be contemplated.

**Old South Plaza:**

The crescent shaped form of the contemporary office building (formerly the Boston 5 Cent Savings Bank) offers very dramatic space and views onto the plaza which is the 'front walk' of two Freedom Trail sites, Old South Meeting House and the Globe Corner Bookstore. With a main Visitor Center at this critical 'hinge' in the trail, the plaza could be redeveloped with an almost exclusively Freedom Trail theme and program, while the balance of Washington Street, in both directions, would offer a complete variety of supporting retail services.

**Customs House Tower:**

The National Park Service, for a number of years, has been eyeing the Customs House Tower, as a central visitor center site, not only for the Boston National Historical Park, but also for their facilities throughout the New England region. The Customs House Tower is an unforgettable Boston icon, whose importance reached out across the entirety of New England, and is a fitting place for beginning visits in the Boston area and throughout New England. Its prominent location near historic Long Wharf, near the Boston waterfront enhances its suitability as a major visitor center site. One imagines that the sweeping views from the top of the tower would facilitate initial orientation and overview interpretation of both the natural and man made environments. This is a very special place.

The Customs House Tower occupies nearly its entire block on lower State Street, there exists ample opportunity to enhance both its 'yard' and 'front walk'. The square surrounding the property could become a very significant public place for workers and residents, as well as visitors.

Creation of the main visitor center in this location would obviously require a major expansion of the Freedom Trail, unless it were decided that trailblazers would lead the visitor up State Street, where the trail would be picked up at the Old State House, a venerable Freedom Trail icon in its own right, which is highly visible from lower State Street and the vicinity of the Customs House Tower. Whether or not the trail is extended, State Street appears to provide the best corridor for Freedom Trail visitors, and preferable to options which would pass the length of the Faneuil Hall Marketplace, where more commercial diversions predominate.

**Charlestown:**

Within the Navy Yard, there are a number of buildings that could be reused as a central visitor center for the Freedom Trail. As mentioned above, this area offers up a treasure trove of history and lore, both in its stories and its settings. Old Ironsides repeatedly has the single highest visitor draw of any site on the Freedom Trail. It does seem, however, that the location of the visitor center in this location would perhaps focus too much attention on relatively narrow aspects of the story. Nonetheless, because Boston and New England are so integrally tied to the sea, that this site is worthy of further consideration.

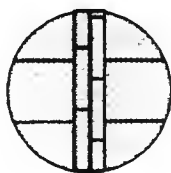
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## **APPENDIX A: Details of the Line of March**

**Figures 11a through 11u** detail critical aspects of the ground plane of the existing trail, as well as potential alternate routing of discreet settings. These include the materials of the 'Line', as well as the sidewalks and crossings on which it runs.

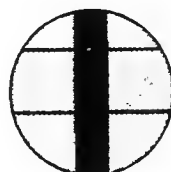
# APPENDIX A.



**TILE ON GRANITE SLAB**



**PAINT ON ASPHALT**



**BRICK ON GRANITE SLAB**



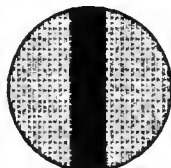
**BRICK ON BRICK**



**PAINT ON GRANITE  
PAVERS**



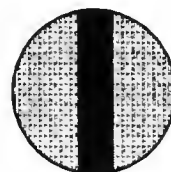
**BRICK ON BRICK**



**PAINT ON CONCRETE**



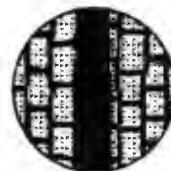
**GRANITE BRICK ON BRICK**



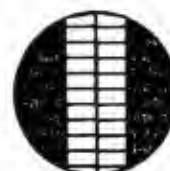
**BRICK ON CONCRETE**



**GRANITE BRICK ON BRICK**



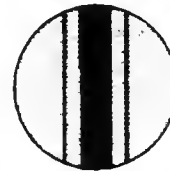
**BRICK ON COBBLES**



**BLACK BRICK ON BRICK**



**PAINT OVER CONCRETE  
SLAB ON BRICK**



**PATCH CONCRETE OVER  
CONCRETE**



**PAINT ON STEEL**

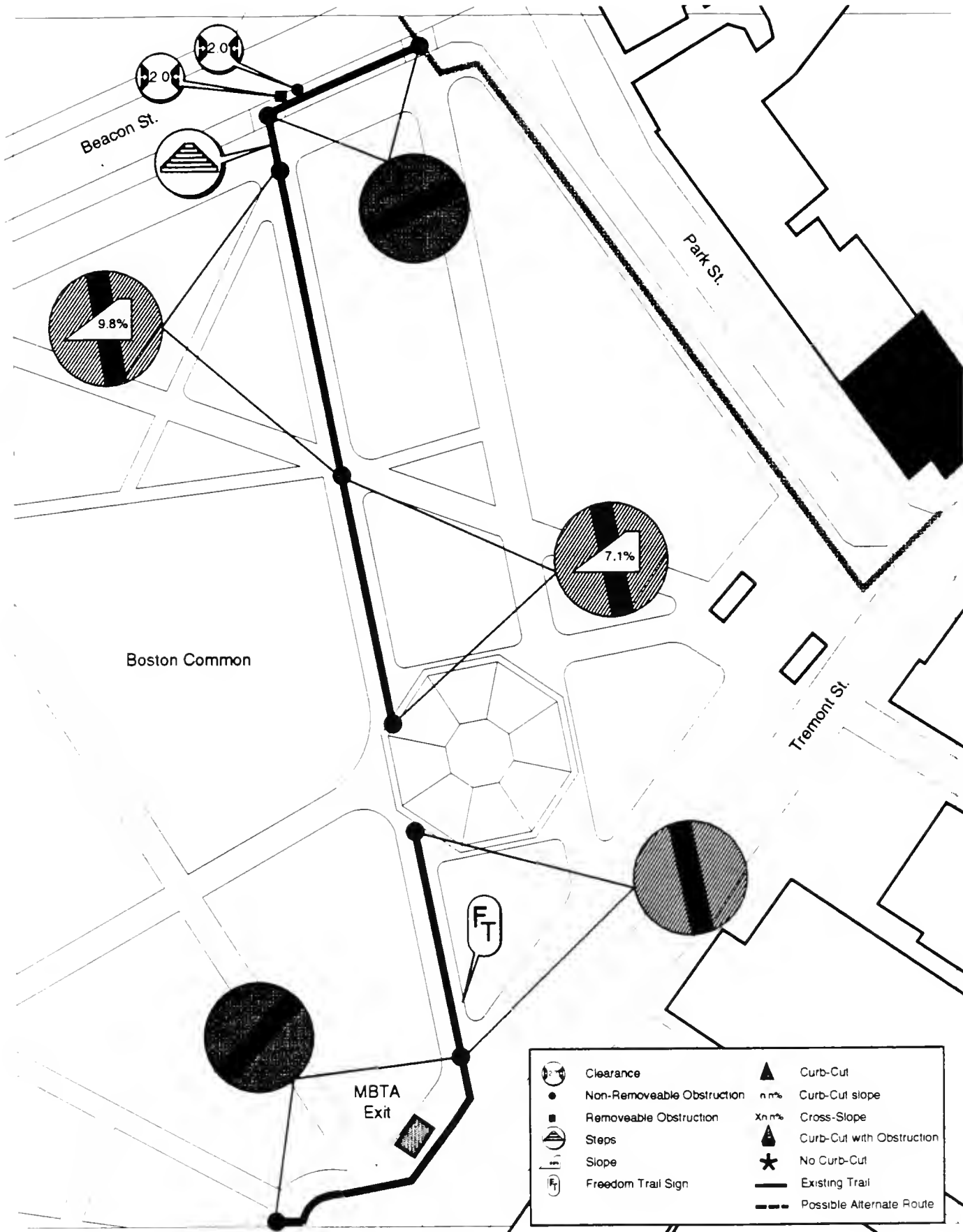


**PAINT ON VAULT**

## "LINE OF MARCH" SURVEY: PAVING MATERIALS LEGEND

Freedom Trail Master Plan:  
Existing Conditions Study

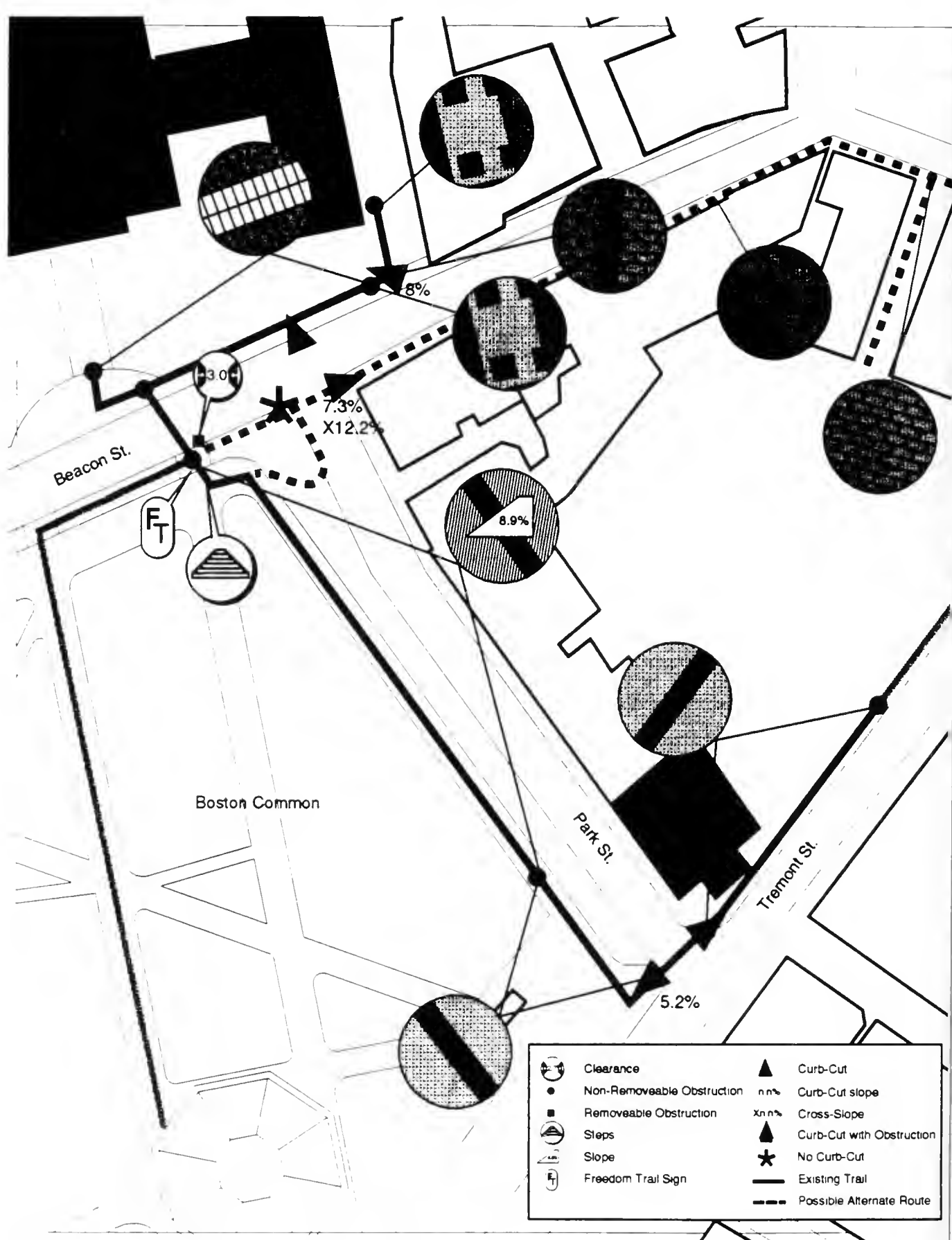
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



**FIGURE 11A: "LINE OF MARCH" SURVEY: BOSTON COMMON TO STATE HOUSE**

Freedom Trail Master Plan:  
Existing Conditions Study

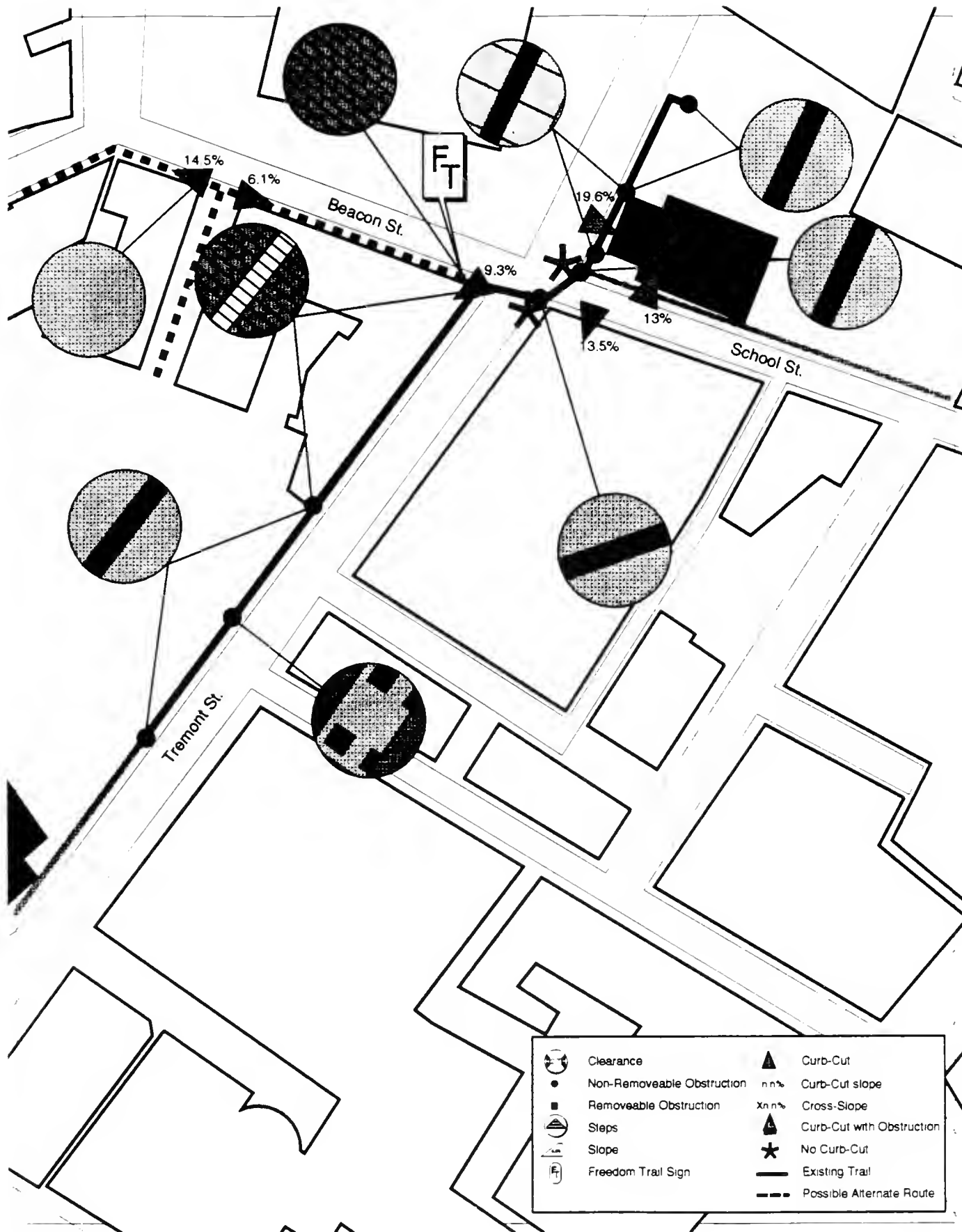
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
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**FIGURE 11B: "LINE OF MARCH" SURVEY: STATE HOUSE TO BURIALGROUND**

Freedom Trail Master Plan:  
Existing Conditions Study

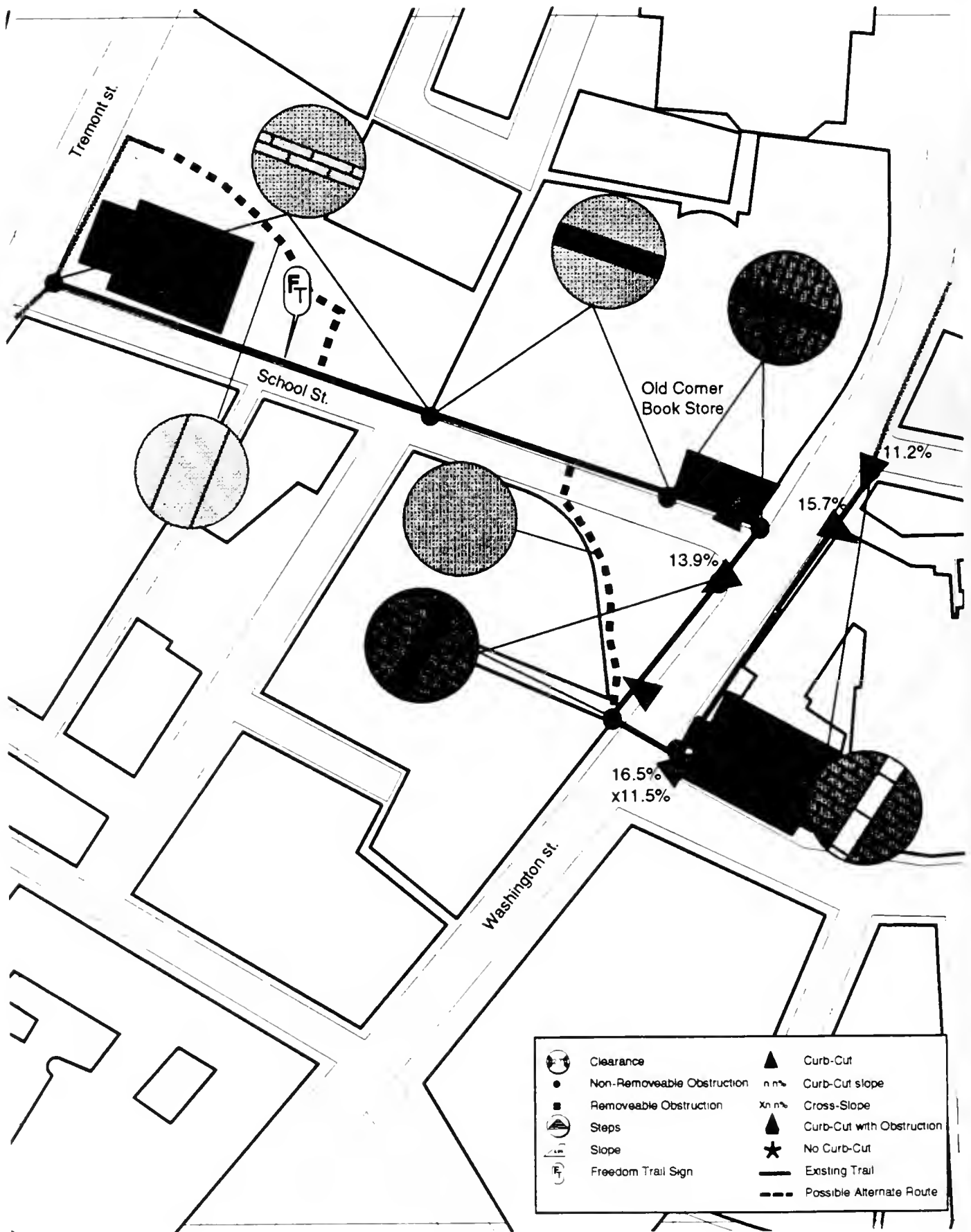
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**FIGURE 11C: "LINE OF MARCH" SURVEY: GRANARY BURIAL GROUND TO KING'S CHAPEL BURIAL GROUND**

Freedom Trail Master Plan:  
Existing Conditions Study

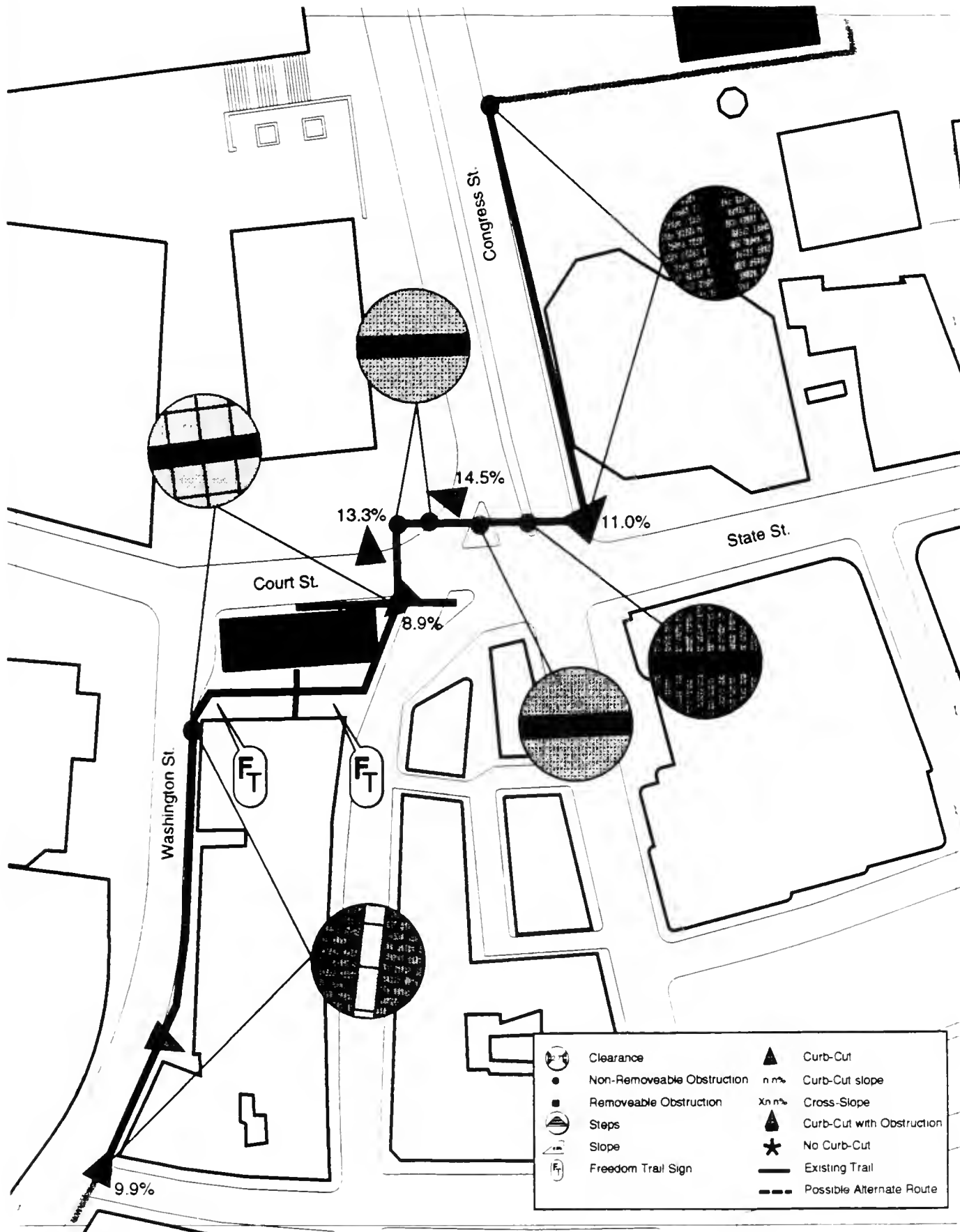
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**FIGURE 11D: "LINE OF MARCH" SURVEY: KING'S CHAPEL TO OLD SOUTH AREA**

Freedom Trail Master Plan:  
Existing Conditions Study

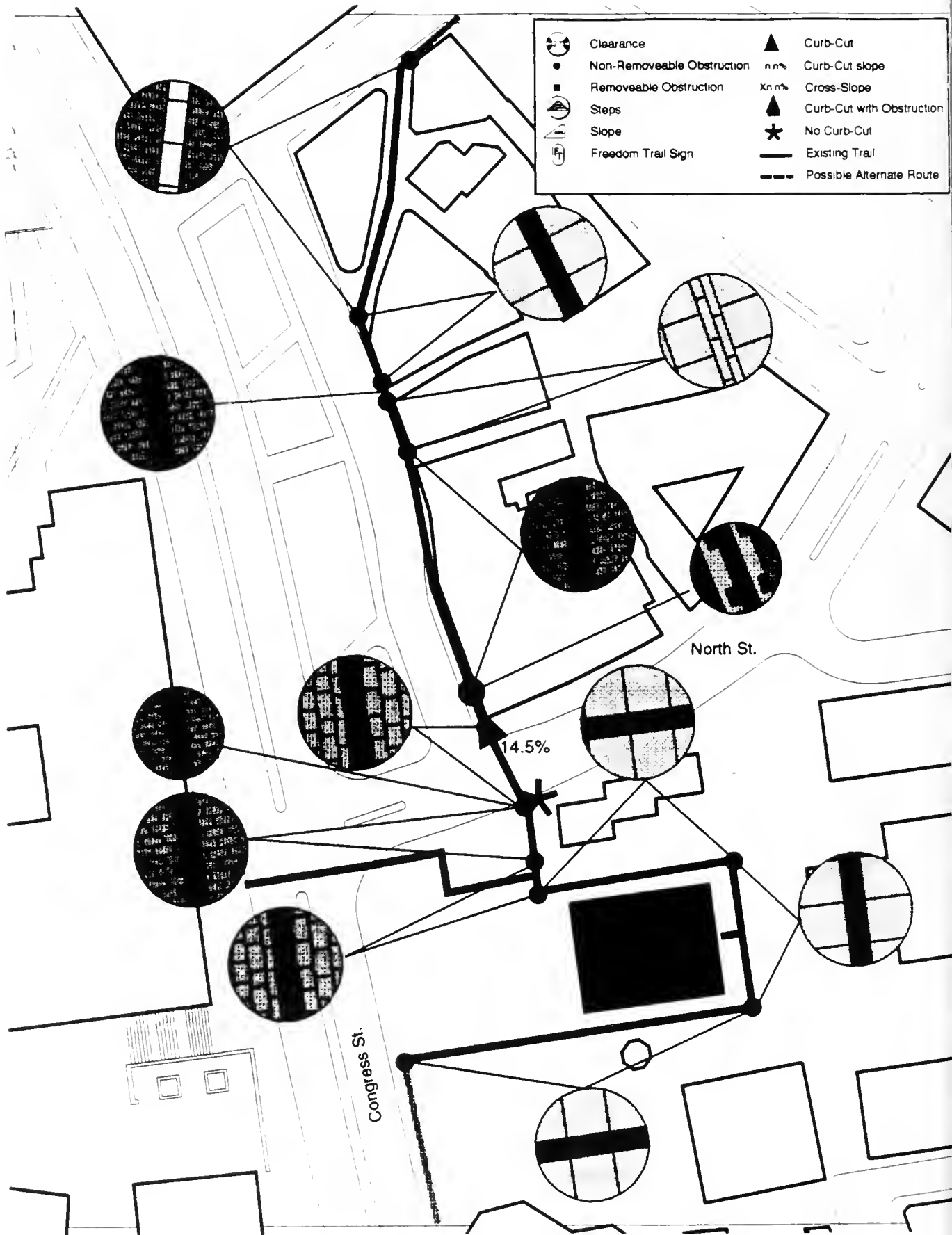
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**FIGURE 11E: "LINE OF MARCH" SURVEY: OLD SOUTH TO FANEUIL HALL**

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Existing Conditions Study

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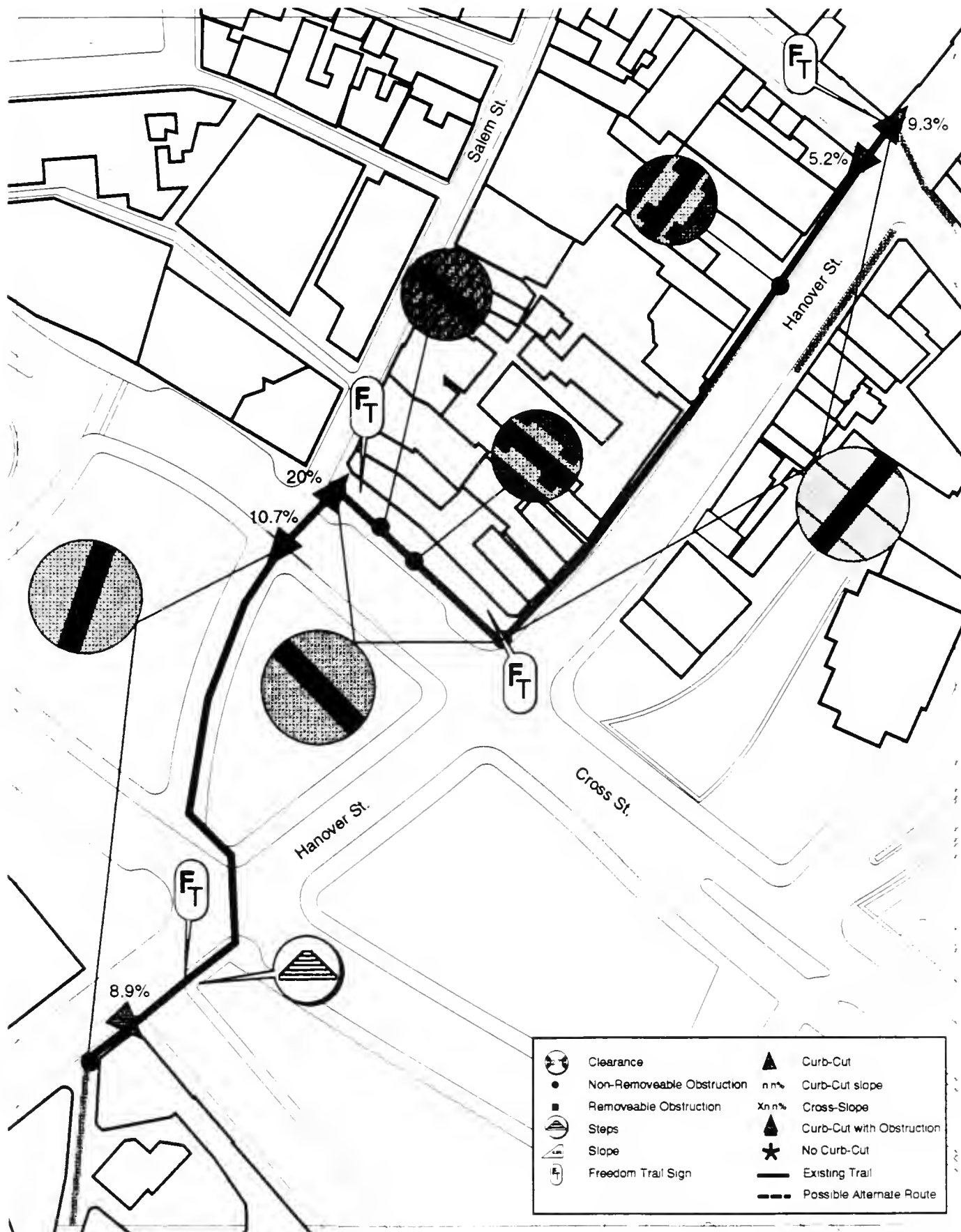


**FIGURE 11F: "LINE OF MARCH" SURVEY: FANEUIL HALL TO BLACKSTONE BLOCK**

*Freedom Trail Master Plan:  
Existing Conditions Study*

*For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts*

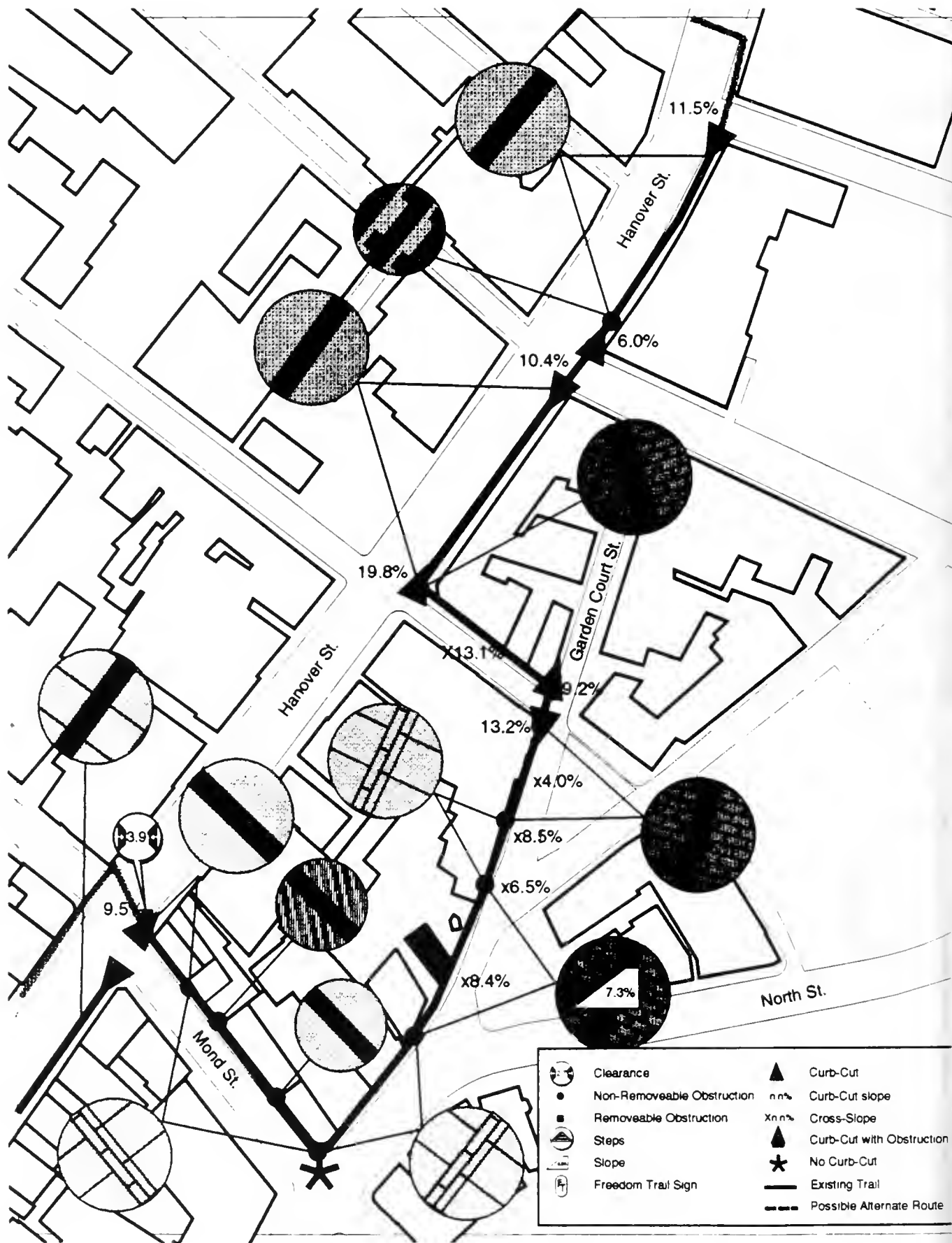




**FIGURE 11G: "LINE OF MARCH" SURVEY: BLACKSTONE BLOCK TO HANOVER STREET**

Freedom Trail Master Plan:  
Existing Conditions Study

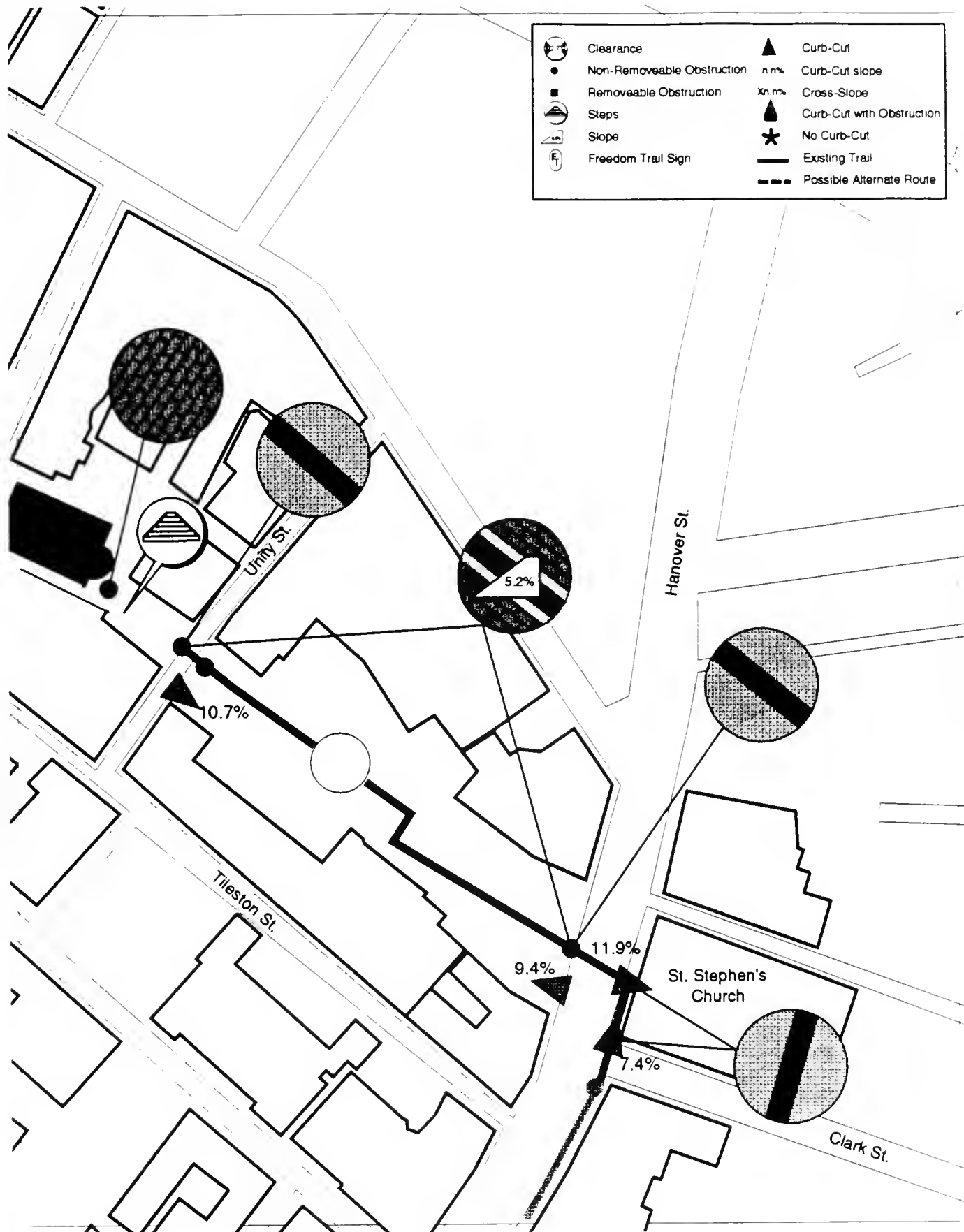
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
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**FIGURE 11H: "LINE OF MARCH" SURVEY: HANOVER ST TO PAUL REVERE MALL**

Freedom Trail Master Plan:  
Existing Conditions Study

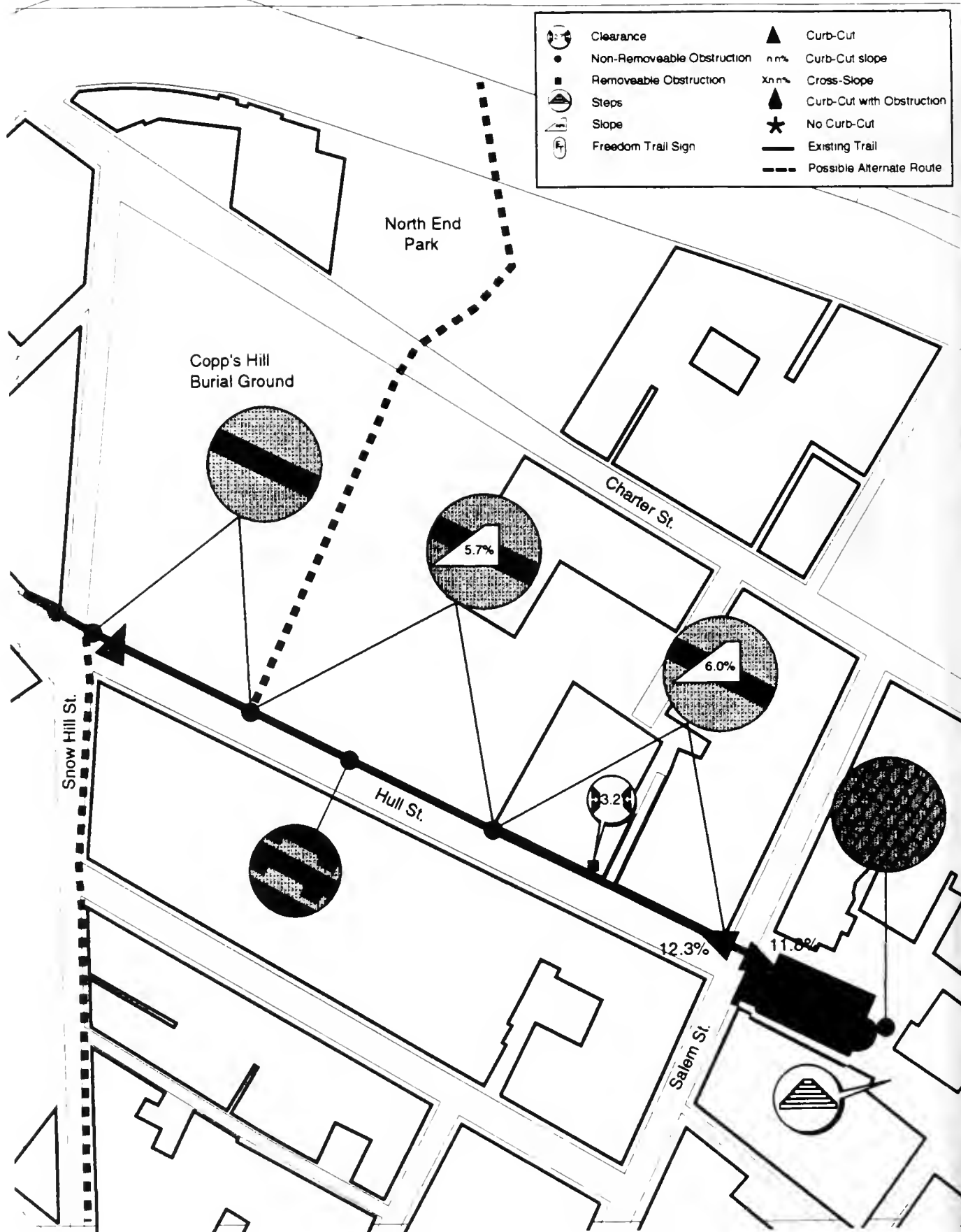
For The National Park Service, North Atlantic Region  
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**FIGURE 11I: "LINE OF MARCH" SURVEY: PAUL REVERE MALL TO OLD NORTH CHURCH**

Freedom Trail Master Plan:  
Existing Conditions Study

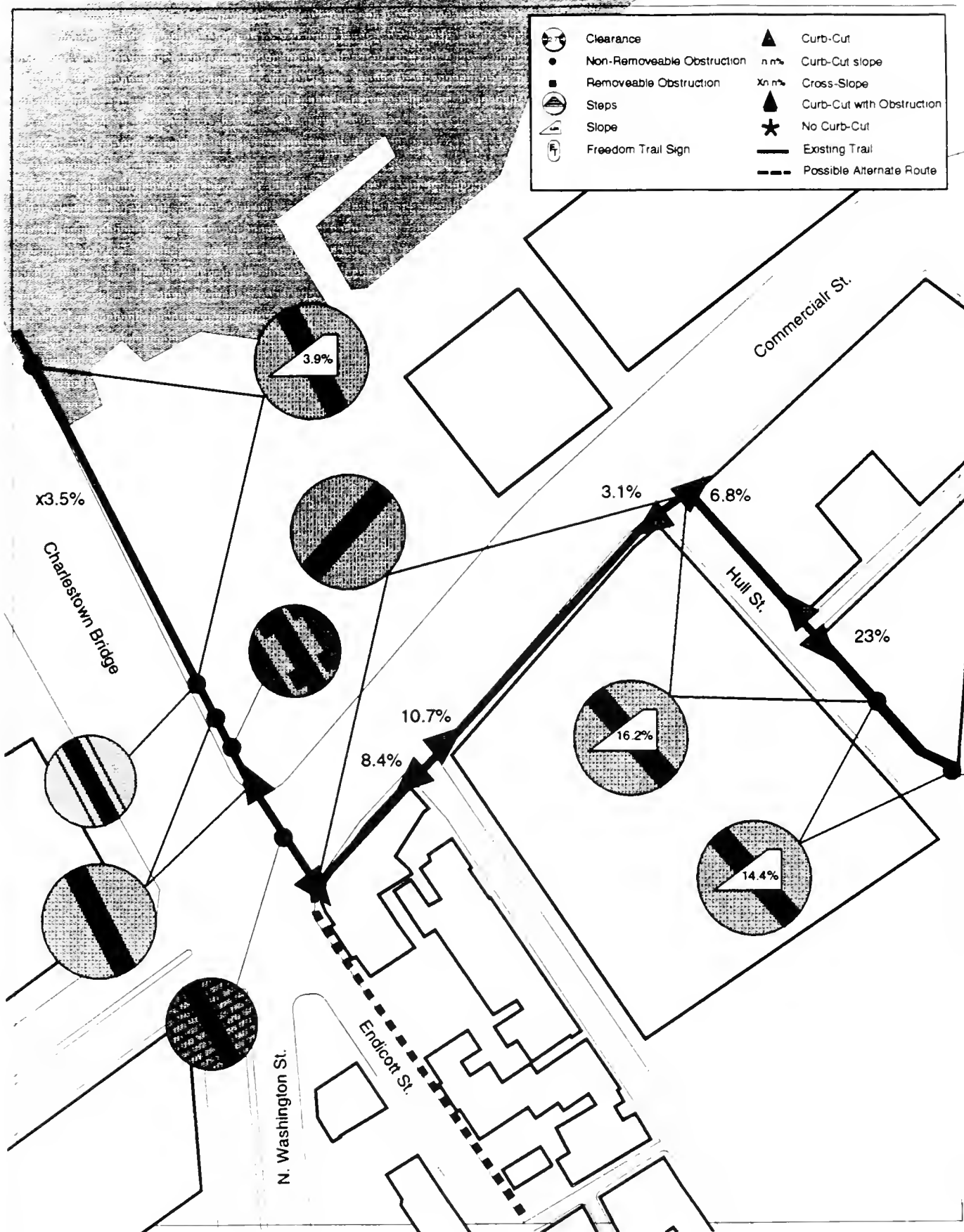
For The National Park Service, North Atlantic Region  
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**FIGURE 11J: "LINE OF MARCH" SURVEY: OLD NORTH CHURCH TO COPP'S HILL**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
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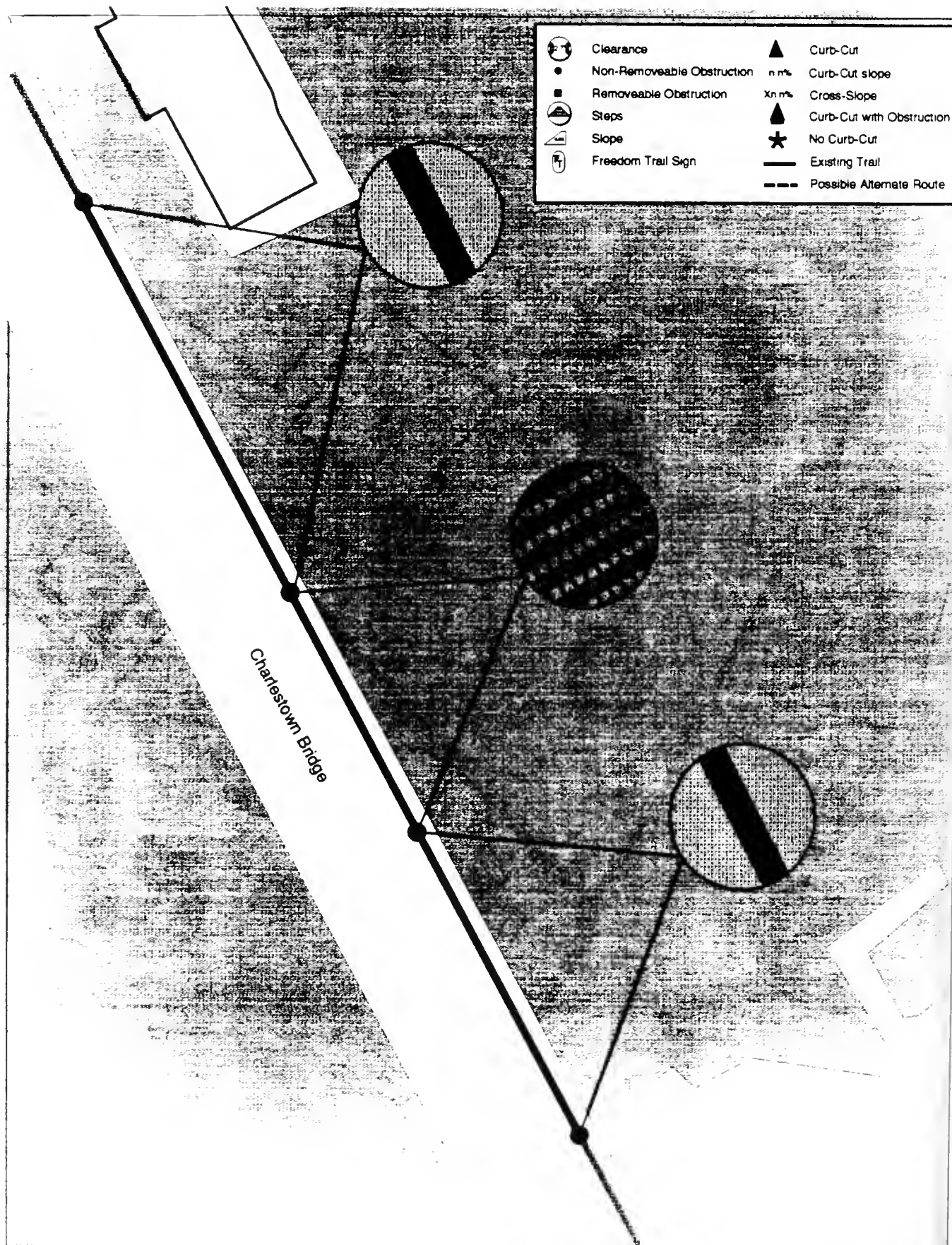


**FIGURE 11K: "LINE OF MARCH" SURVEY: COPP'S HILL TO CHARLESTOWN BRIDGE**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
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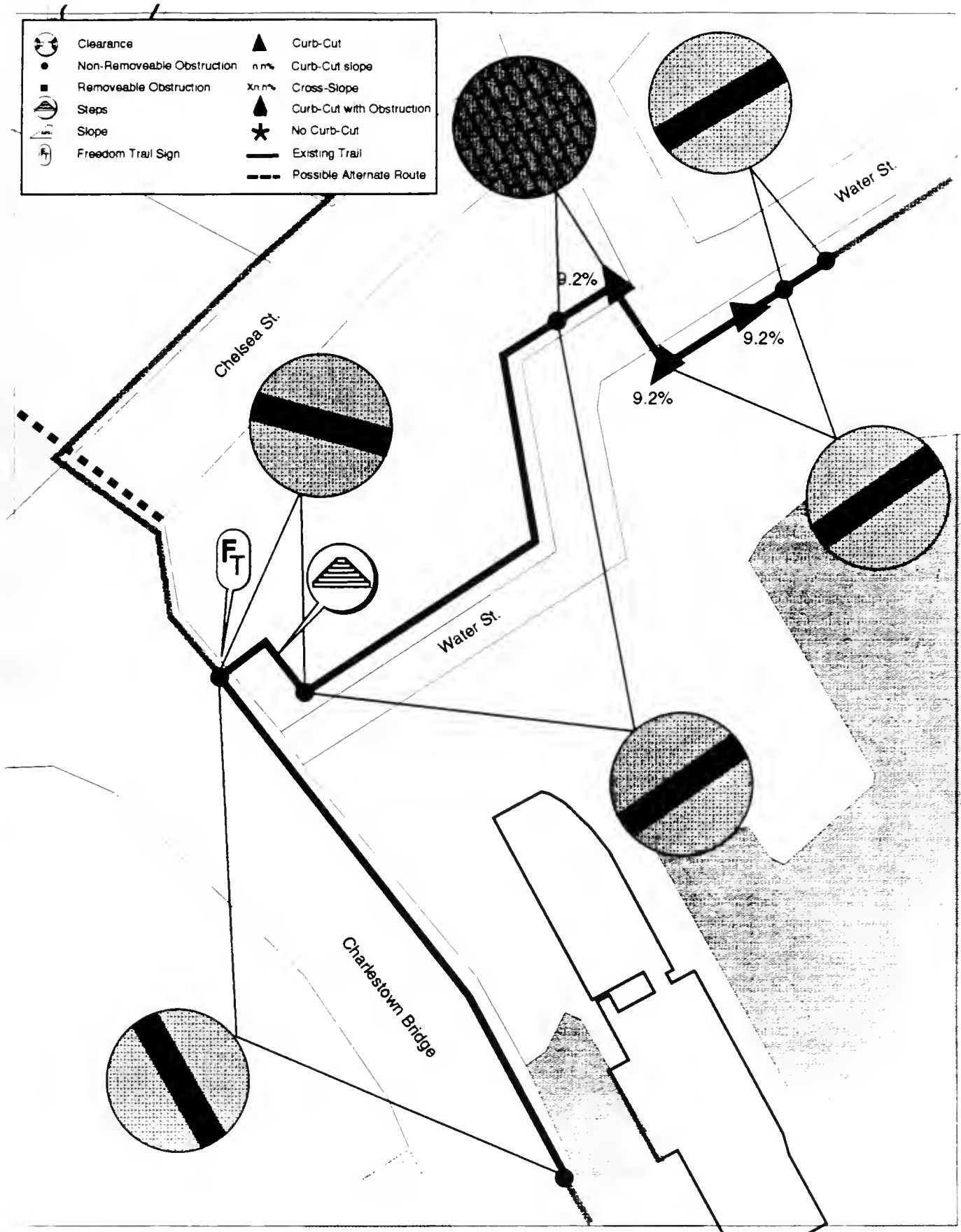




**FIGURE 11L: "LINE OF MARCH" SURVEY: CHARLESTOWN BRIDGE (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

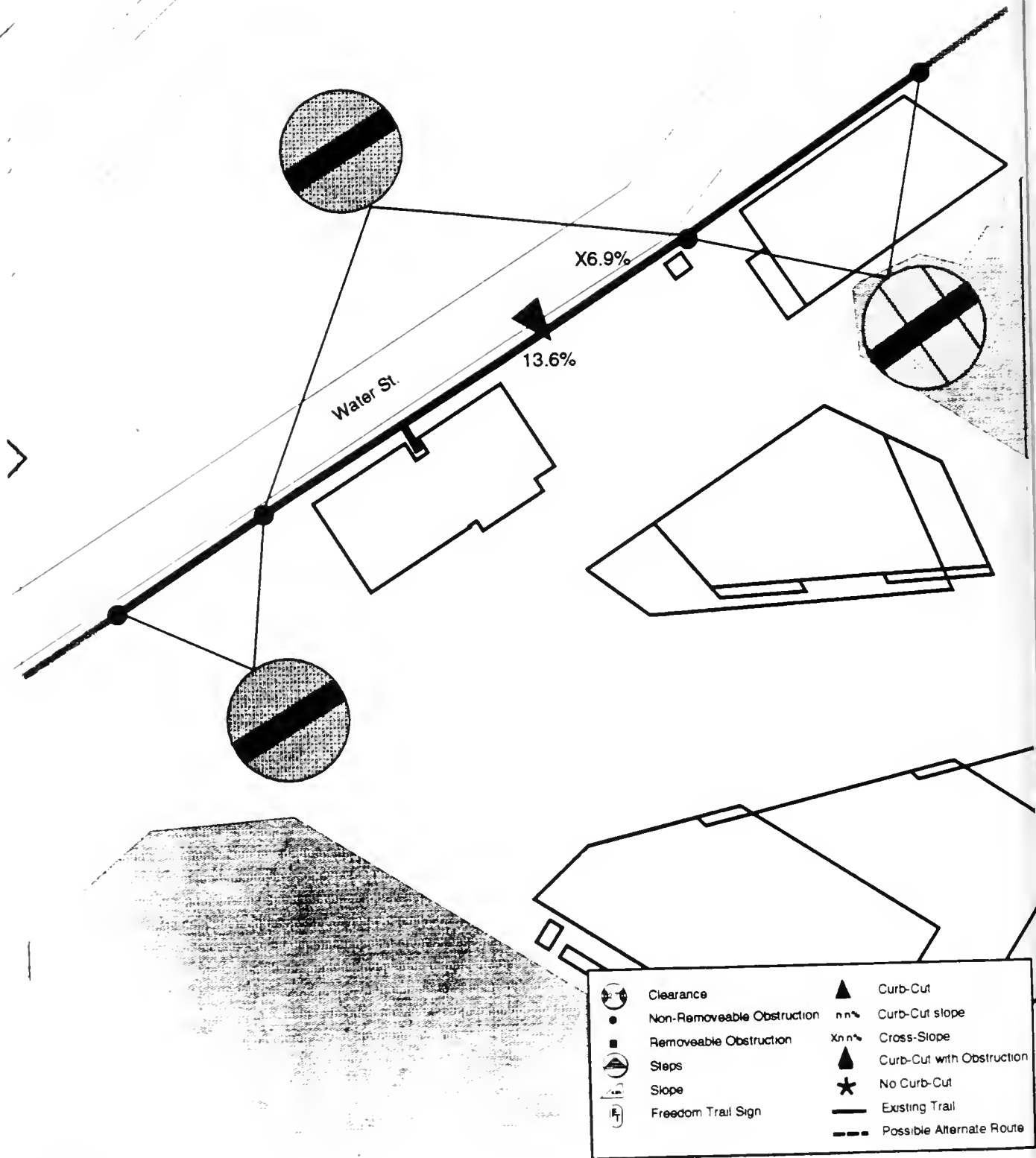
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



**FIGURE 11M: "LINE OF MARCH" SURVEY: CHARLESTOWN BRIDGE TO WATER STREET**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



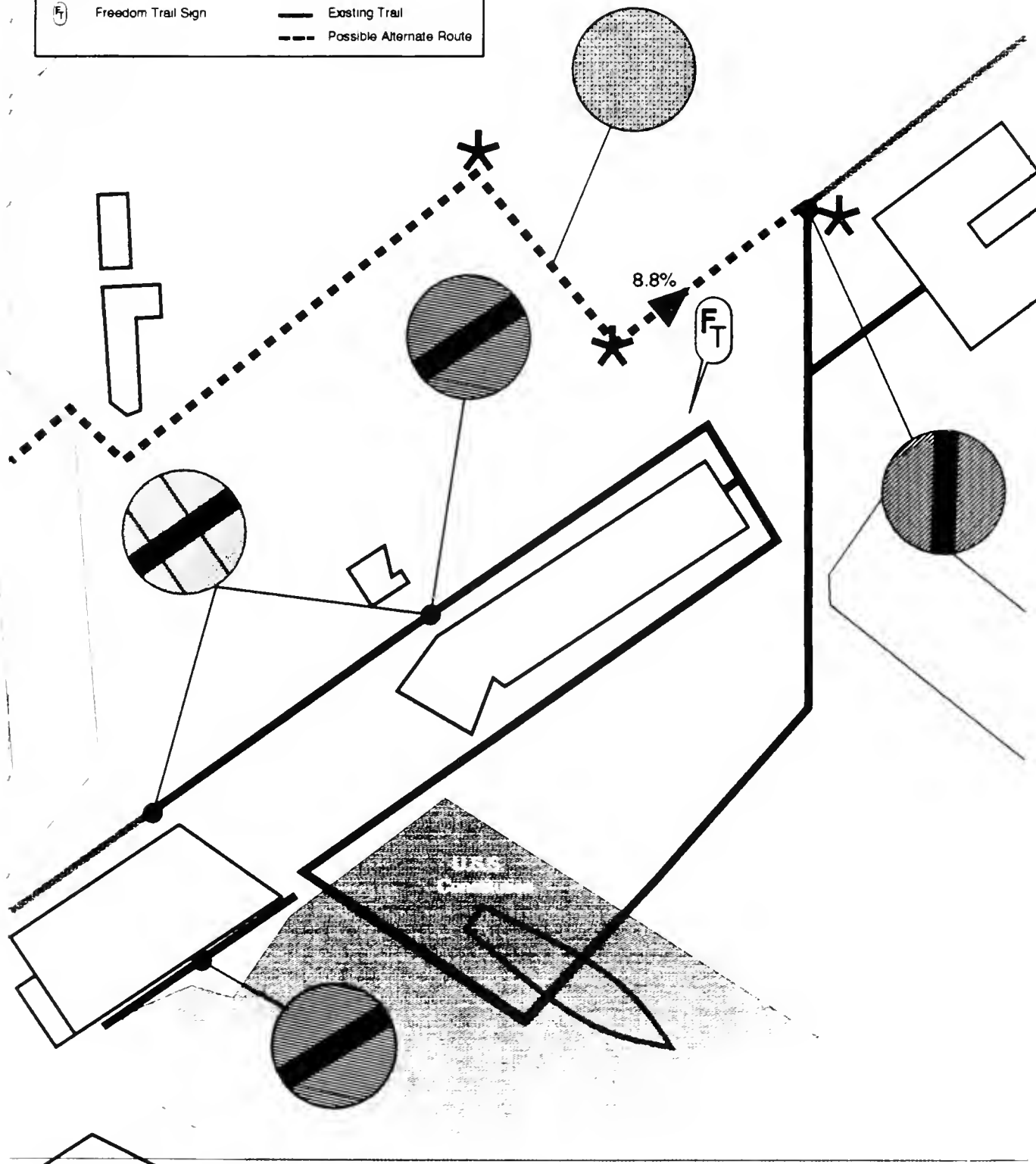
**FIGURE 11N: "LINE OF MARCH" SURVEY: WATER STREET (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



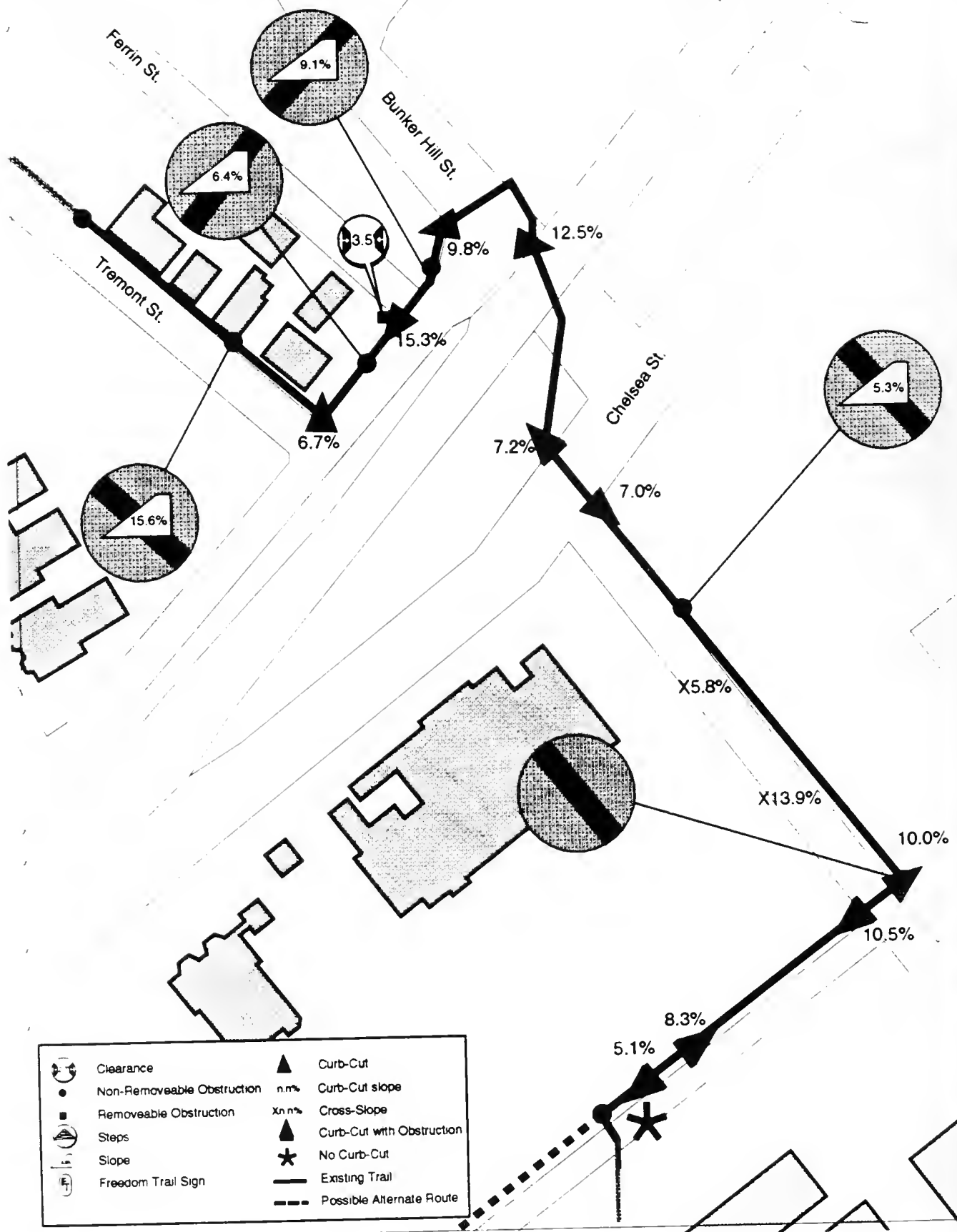
	Clearance		Curb-Cut
	Non-Removeable Obstruction		Curb-Cut slope
	Removeable Obstruction		Cross-Slope
	Steps		Curb-Cut with Obstruction
	Slope		No Curb-Cut
	Freedom Trail Sign		Existing Trail
			Possible Alternate Route



**FIGURE 110: "LINE OF MARCH" SURVEY: CHARLESTOWN NAVY YARD**

Freedom Trail Master Plan:  
Existing Conditions Study

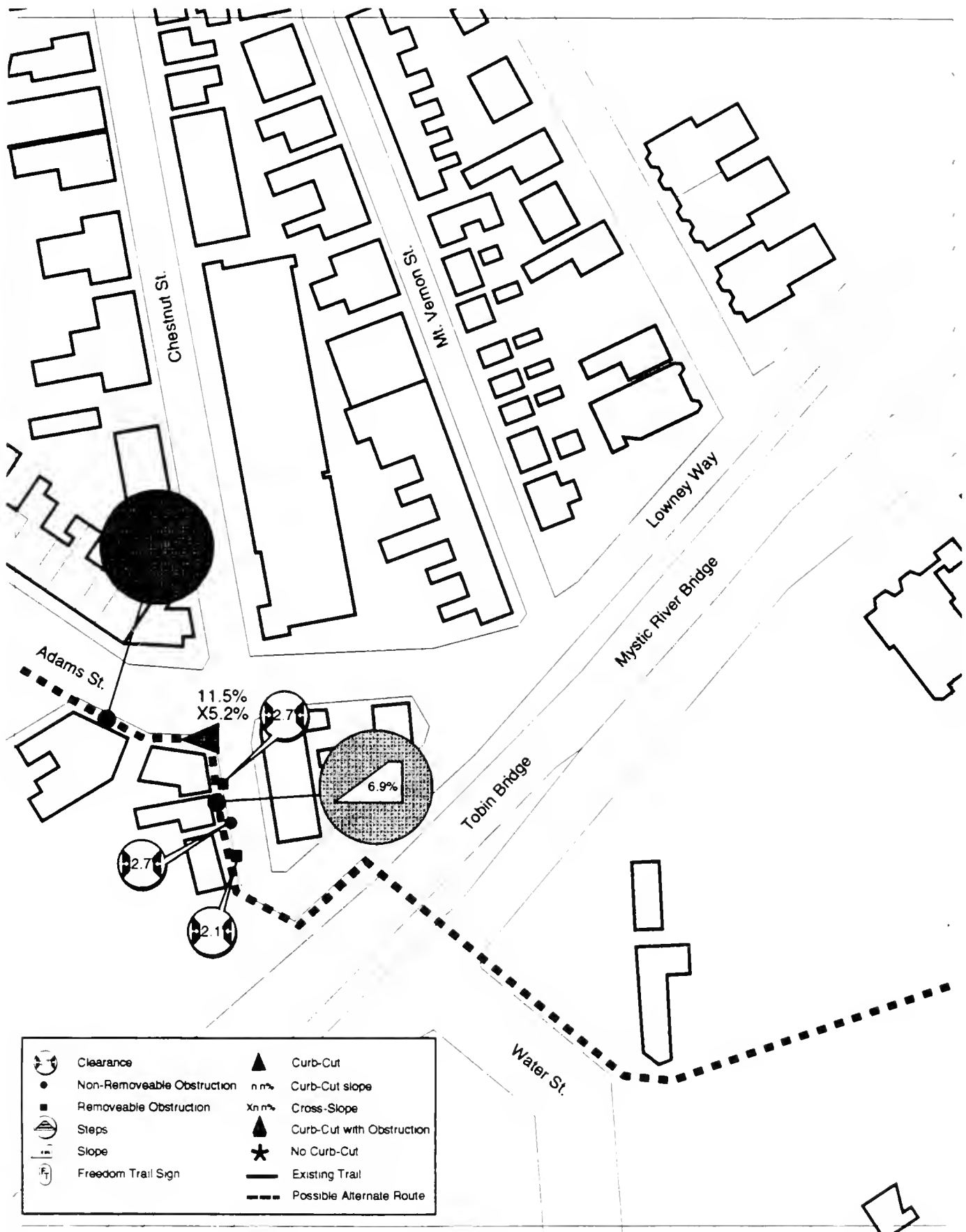
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



**FIGURE 11P: "LINE OF MARCH" SURVEY: NAVY YARD TO TREMONT STREET (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

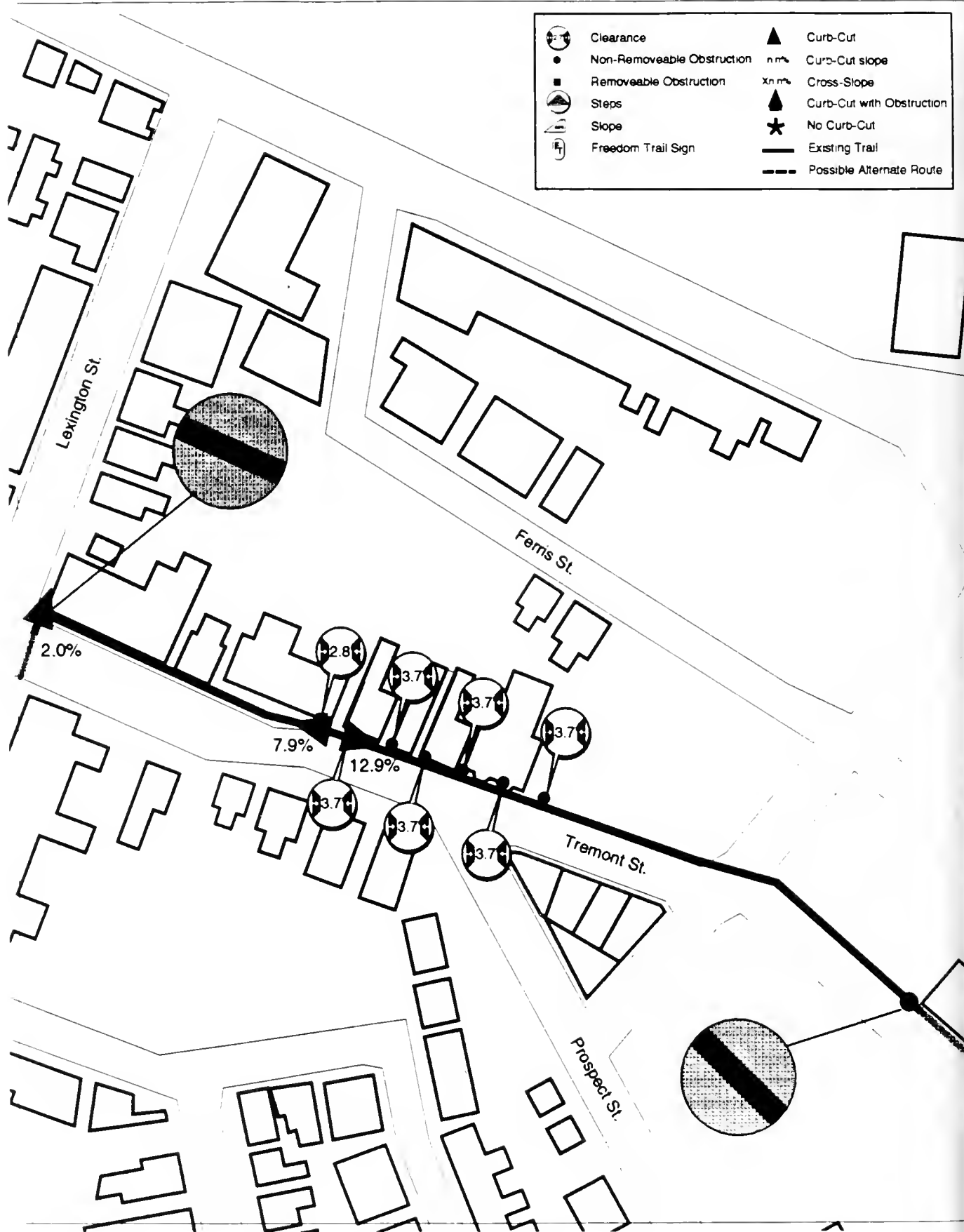
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



**FIGURE 11W: "LINE OF MARCH" SURVEY: NAVY YARD TO ADAMS STREET (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

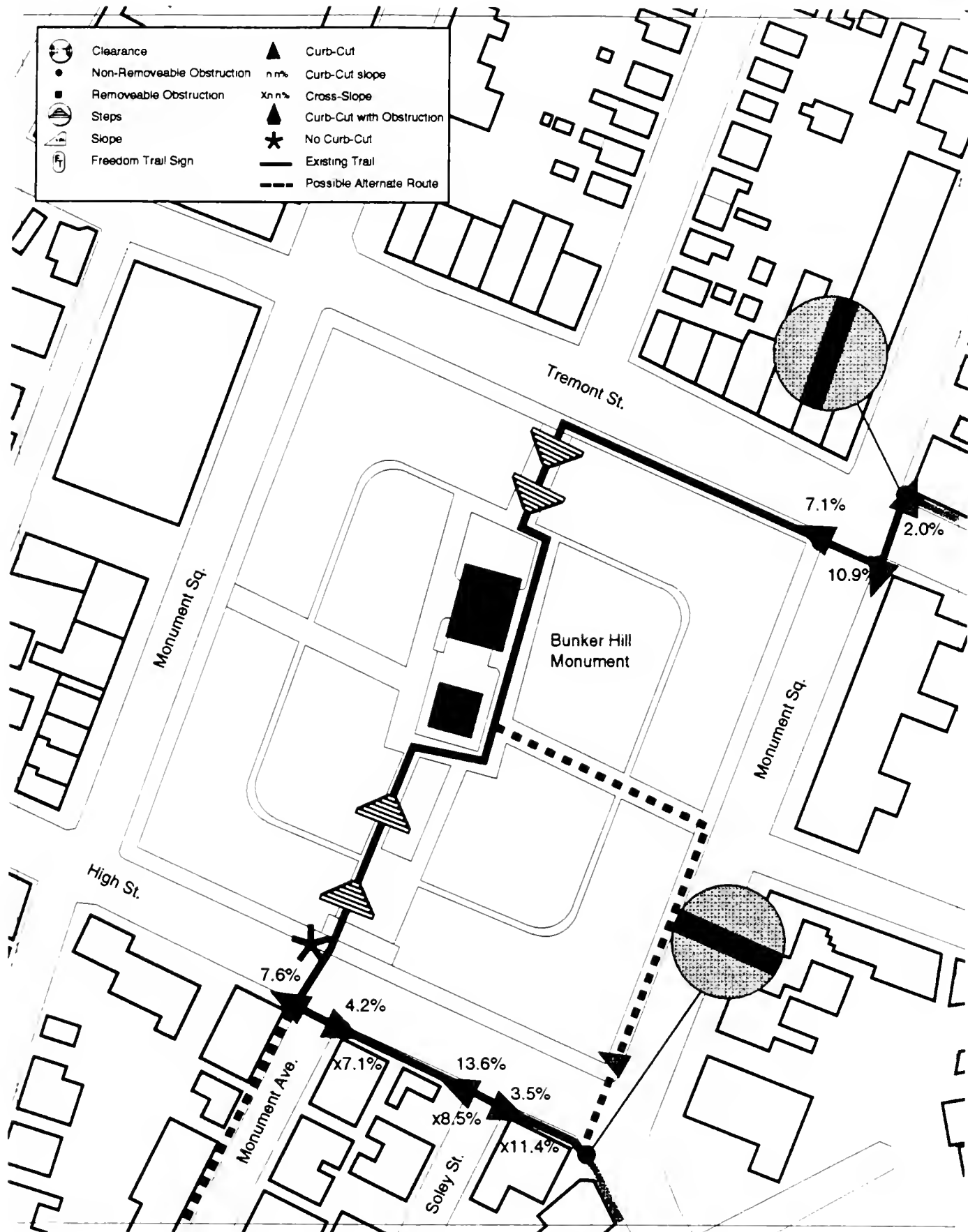
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



**FIGURE 11Q: "LINE OF MARCH" SURVEY: TREMONT STREET (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



**FIGURE 11R: "LINE OF MARCH" SURVEY: BUNKER HILL MONUMENT AREA (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

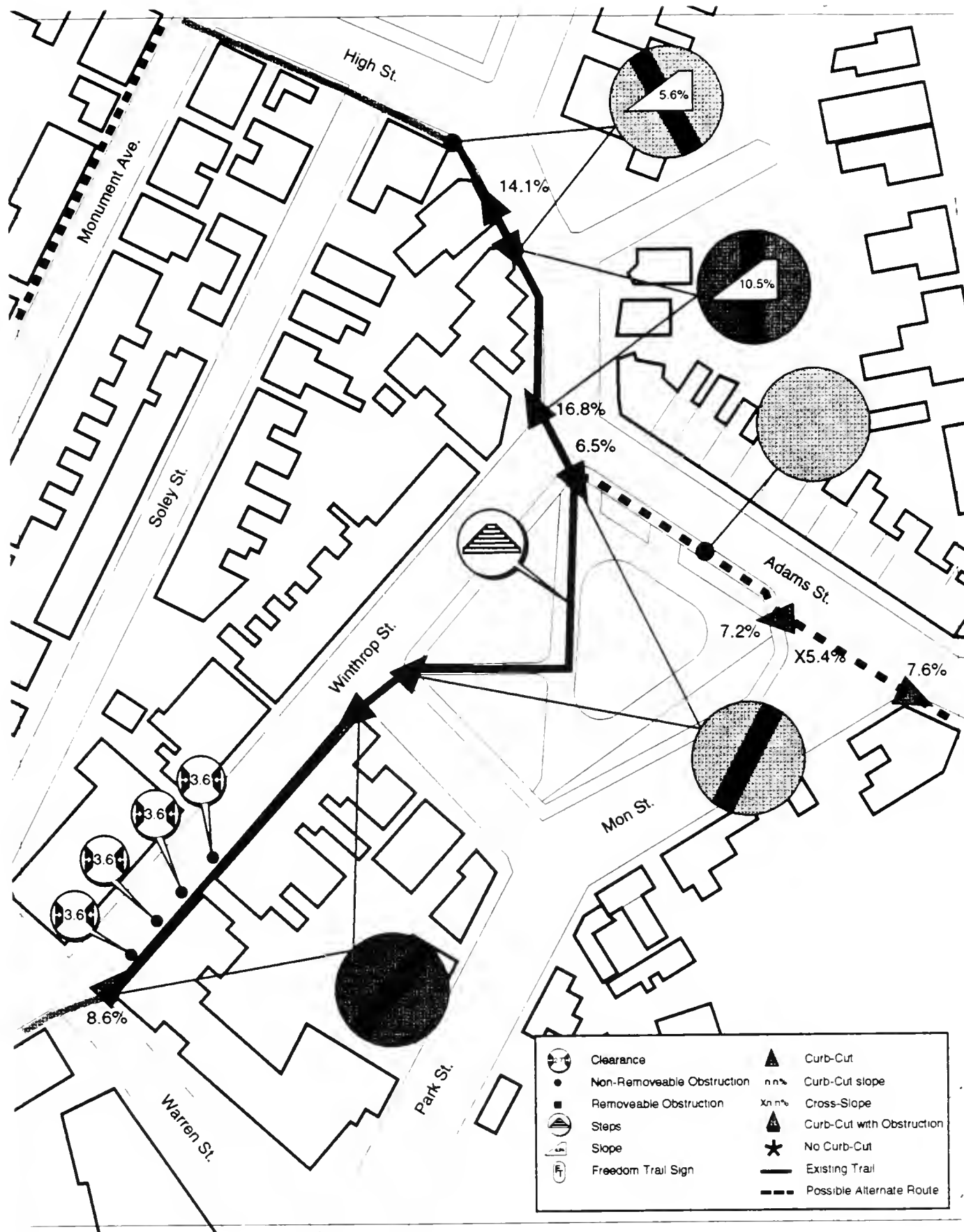
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



**FIGURE 11V: "LINE OF MARCH" SURVEY: MONUMENT AVENUE (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

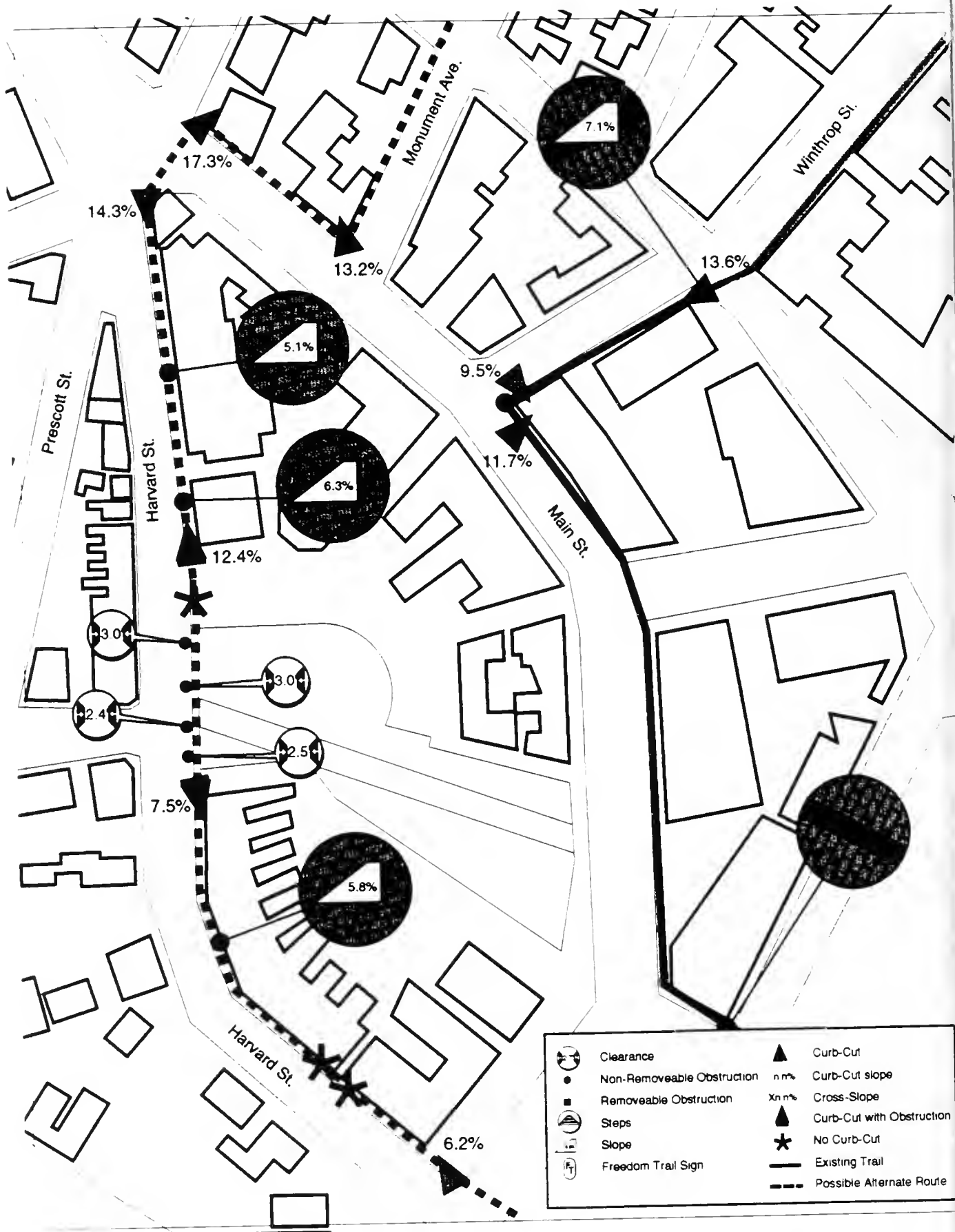
For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts



**FIGURE 11S: "LINE OF MARCH" SURVEY: WINTHROP SQUARE AREA (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts

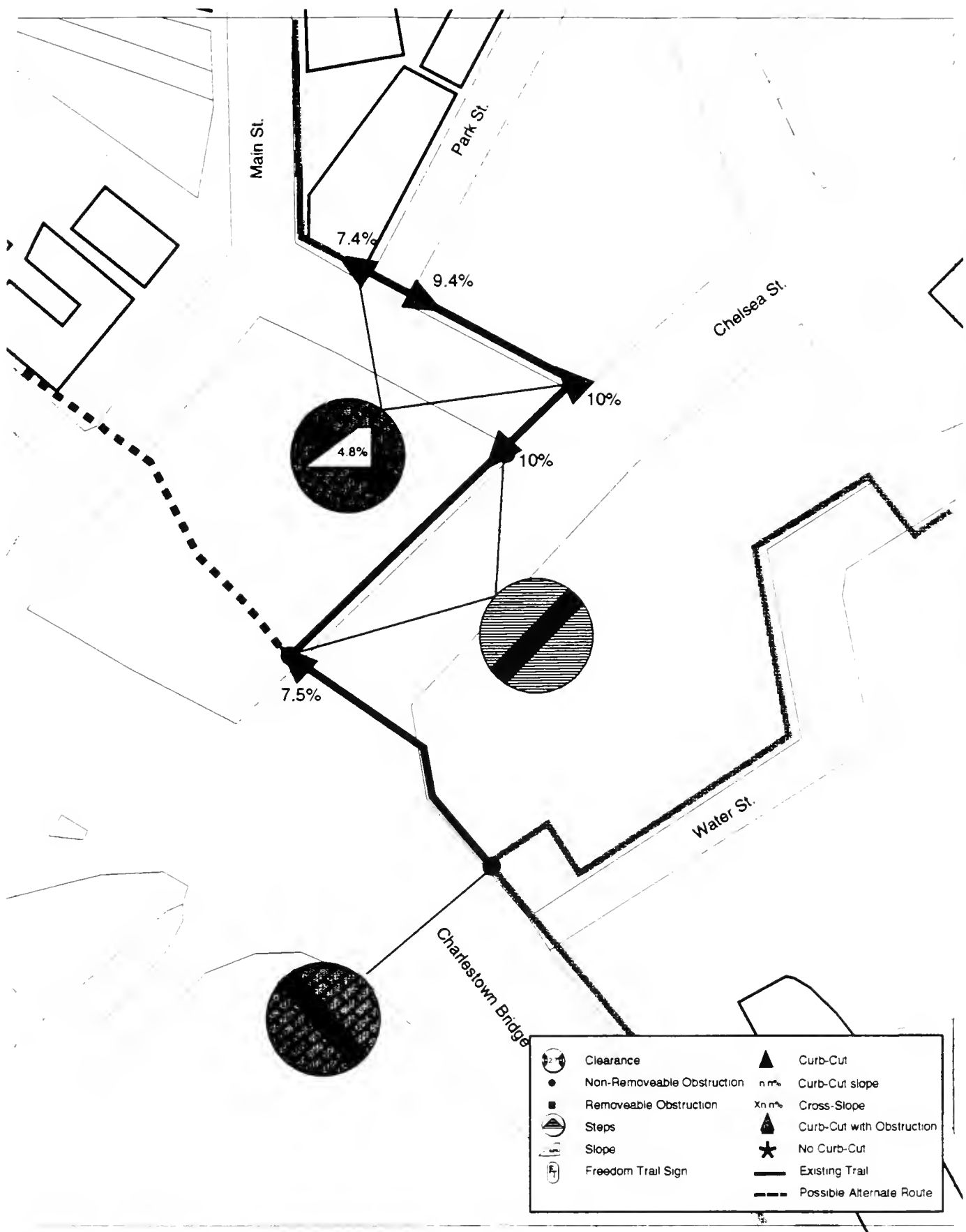


**FIGURE 11T: "LINE OF MARCH" SURVEY: MAIN STREET / HARVARD STREET (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by CityDesign Collaborative, Inc. Boston, Massachusetts





**FIGURE 11U: "LINE OF MARCH" SURVEY: CITY SQUARE AREA (CHARLESTOWN)**

Freedom Trail Master Plan:  
Existing Conditions Study

For The National Park Service, North Atlantic Region  
as part of contract #1443-cx1600-93-028  
by City Design Collaborative, Inc. Boston, Massachusetts



**THE FREEDOM TRAIL STUDY:  
TRANSPORTATION PLANNING,  
PHASE ONE- EXISTING CONDITIONS**

*Prepared by  
Fay, Spofford & Thorndike, Inc.*



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## SUMMARY

This transportation section of the Freedom Trail (Trail) project contains an inventory of the various modes of travel which are relevant to accessing the area immediately adjacent to the Freedom Trail. The findings of this inventory are summarized below.

There currently exists a large amount of public parking in close proximity to the Freedom Trail and particularly at the Trails generally perceived terminus points the Boston Common and the Charlestown Navy Yard. Consequently, visitors are not constrained by parking when evaluating whether to drive to Boston to walk the Trail.

Public transit service is available in close proximity to most of the Trail. Each of the MBTA's subway lines are located within a reasonable walk of the downtown sections of the Trail. Transit stations for the Red and Green Lines are located at the Boston Common, while an Orange Line station is located adjacent to the Trail and the Park Service Visitors Center. However, the Charlestown Navy Yard is not well serviced by public transit. This may have implications for this terminus point ever being able to function as the "start" of the Trail. Commuter rail and Amtrak service are available within a reasonable walking distance of the Trail. MBTA transit service also connects commuter rail and Amtrak stations with other sections of the Trail and Boston Common.

Privately operated transit service (trolley bus and ferry) are also in operation within the general area of the Trail. These services provide the potential for visitors to access Trail attractions (and other sections of Boston) located at some distance from each other without walking long distances. However, the trolley buses also represent an opportunity for visitors to totally avoid the pedestrian experience inherent in the Trail. In this context, a private business predetermines which sites are worthy of interest and visitors never experience the remainder of the sites (or the City).

As a pedestrian facility, the majority of the Trail's intersections with local roadways are signalized allowing visitors to cross busy streets in a protected fashion. While lacking in several important locations, the vast majority of the Trail (as opposed to the sites along the Trail) appears to be wheelchair accessible.

## **1.0 INTRODUCTION**

This section provides an inventory of various modes of travel and transportation infrastructure which represent existing conditions for access options available both on and around the Freedom Trail study area (Figure 1).

The purpose of this initial work effort is to quantify existing transportation services and infrastructure. Formulating strategies regarding how these various travel modes and infrastructure resources can be integrated to form a coherent transportation element for the final Freedom Trail plan is a task for later phases of this project.

Outlined below, is an overview of this task's inventory effort for this phase of the project. In most cases, the majority of the data collected is summarized on a series of graphics. The overview begins with issues related to how visitors initially reach Boston and the immediate vicinity of the Trail. For this project, these issues involve parking for private automobiles and transit alternatives for visitors either uninterested, or unable, to drive to downtown Boston. Following these sections, the overview concludes with an inventory of infrastructure more relevant to the visitor's experience once the Trail is reached.

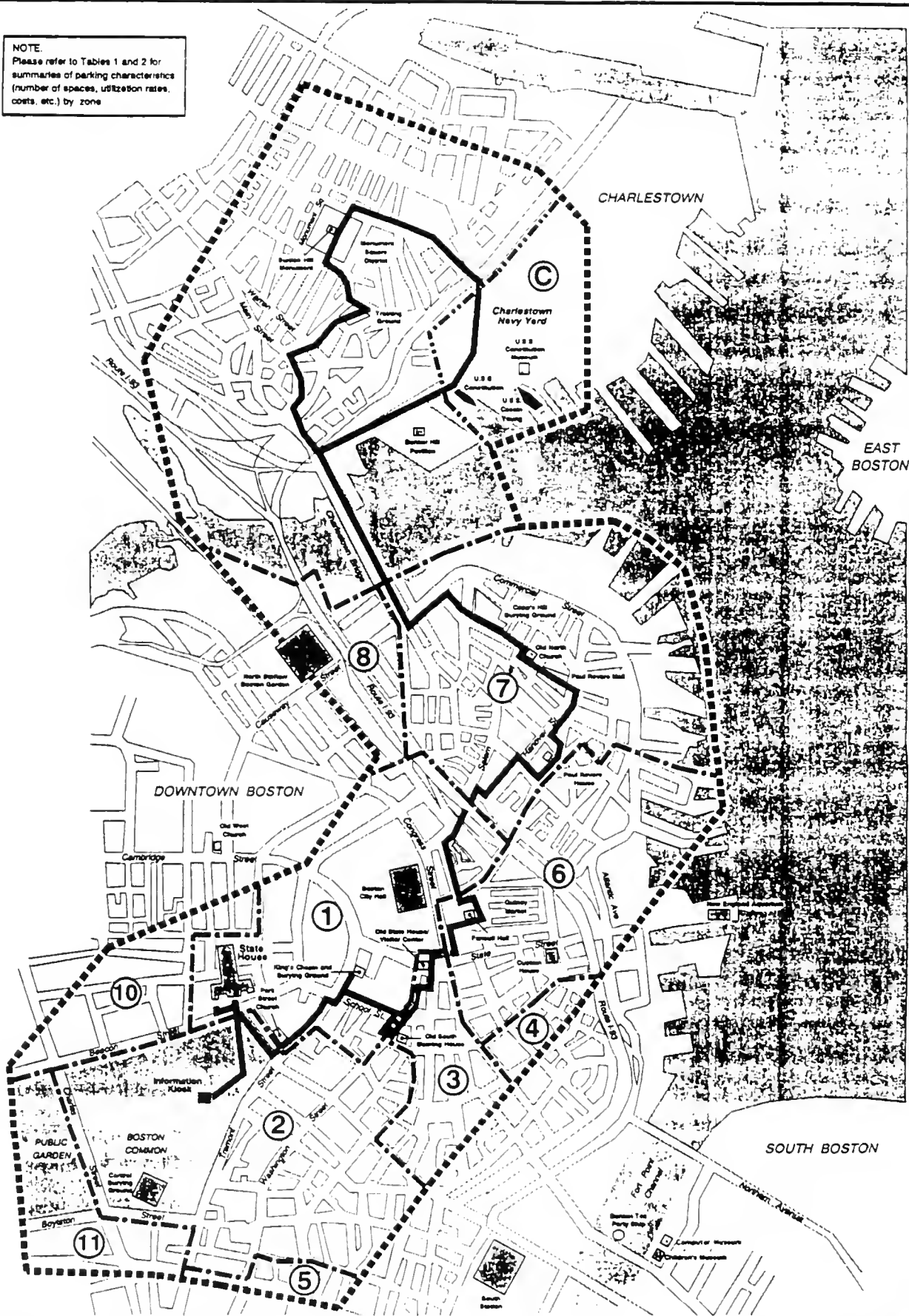
## **2.0 PARKING**

Figure 2 illustrates the study limits within which public parking locations were inventoried. In order to focus on parking facilities within a reasonable walking distance of the Trail, a geographic boundary tracing a one-eighth mile swath of downtown Boston as measured along both sides of the Trail was delineated. In recognition that the Trail's terminus points are likely to have a higher profile for the general public than individual points along the Trail, a one-quarter mile area around the Trail in the vicinity of the Boston Common and the Charlestown Navy Yard was established. Figure 2 indicates the sub-areas which resulted from this delineation and within which parking data was collected.





NOTE:  
Please refer to Tables 1 and 2 for  
summaries of parking characteristics  
(number of spaces, utilization rates,  
costs, etc.) by zone



**KEY**

- Freedom Trail
- - - Study Area Limits
- . - . - BTB Zonal Boundary
- . - . - FST Charlestown Zonal Boundary

SOURCE: Downtown Boston Parking Inventory Survey (Draft)  
Boston Transportation Department, 1991  
Fay, Spofford & Thorndike, Inc.

National Park Service  
Freedom Trail Project

## DOWNTOWN BOSTON PARKING ZONES

zones in the greater downtown area contained in the BTD report. An additional area is also indicated on Figure 2 which encompasses much of the Charlestown Navy Yard. Parking data for this area is based on information contained in the 1991 *Charleston Navy Yard Redevelopment Supplemental Draft Environmental Impact Report*, prepared by the Boston Redevelopment Authority.

Table 1 presents the total number of public parking spaces available within the project's downtown parking area. As indicated, there are a substantial number of parking spaces available within reasonable proximity of any point along the Trail. This is particularly true regarding the terminal points, where in excess of 1,200 parking spaces exist around the Boston Common and the Charlestown Navy Yard.

Establishing the quantity of parking spaces however, only answers part of the parking supply question. To draw any conclusions regarding the ability of those parking spaces to meet visitor needs it is necessary to understand their cost and availability. Table 2, presents the median weekday peak number of available parking spaces by downtown parking zone and the median weekday cost to park in these downtown zones for 6 hours. Review of this data suggests that on a typical weekday there is a substantial amount of relatively affordable parking available. While this data is approximately four years old, it is likely that parking availability and costs continue to be reflective of the data presented on Table 2.

Table 3 presents data on the total number of parking spaces available at the Charlestown Navy Yard, their median availability, and costs. As indicated, there appears to be a large number of parking spaces available throughout the work week.

The preceding data are reflective of weekday parking demands. It is likely however, that during weekends, with business demands for parking spaces reduced, the availability of parking spaces will be higher than on weekdays.

Based on the preceding data, in all but the most unusual situations (Fourth of July, Tall Ships etc.) there appears to be a large amount of available parking throughout the study area on every day of the week.

Table 1

**DOWNTOWN BOSTON**  
PUBLIC PARKING FACILITIES WITHIN 1/8 MILE OF FREEDOM TRAIL  
TYPES AND AVAILABLE SPACES BY ZONE

ZONE	SURFACE LOTS	NUMBER OF SPACES	PARKING STRUCTURES	NUMBER OF SPACES	TOTAL FACILITIES	NUMBER OF SPACES
1	5	437	6	4,137	11	4,574
2	15	871	5	4,140	20	5,011
3	0	0	4	2,057	4	2,057
6	3	54	3	1,460	6	1,514
7	6	679	1	258	7	937
8	8	821	0	0	8	821
11	1	97	0	0	1	97
<b>TOTAL</b>	<b>38</b>	<b>2,959</b>	<b>19</b>	<b>12,052</b>	<b>57</b>	<b>15,011</b>

SOURCE: Downtown Boston Parking Inventory Survey (Draft),  
Boston Transportation Department, 1991.

Table 2

**DOWNTOWN BOSTON**  
PUBLIC PARKING FACILITIES WITHIN 1/8 MILE OF FREEDOM TRAIL  
WEEKDAY COSTS AND PARKING UTILIZATION BY ZONE

ZONE	MEDIAN COST*	MEDIAN PEAK DEMAND UTILIZATION RATE	MEDIAN PEAK DEMAND SPACES UTILIZED	MEDIAN PEAK DEMAND SPACES AVAILABLE
1	\$18.00	83%	3,796	778
2	\$10.00	75%	3,758	1,253
3	\$15.00	91%	1,872	185
6	\$15.00	89%	1,347	167
7	\$7.00	62%	581	356
8	\$7.00	84%	690	131
11	\$10.00	55%	53	44
<b>TOTAL</b>	<b>\$10.00</b>	<b>81%</b>	<b>12,159</b>	<b>2,852</b>

SOURCE: Downtown Boston Parking Inventory Survey (Draft),  
Boston Transportation Department, 1991.

\* 8-Hour Parking Rate

Table 3

# **CHARLESTOWN NAVY YARD** **PUBLIC PARKING FACILITIES - TYPES AND WEEKDAY UTILIZATION\***

<i><b>TYPES</b></i>				
<b>SURFACE LOTS</b>	<b>NUMBER OF SPACES</b>	<b>PARKING STRUCTURES</b>	<b>NUMBER OF SPACES</b>	<b>TOTAL FACILITIES NUMBER OF SPACES</b>
0	0	2	1,753	2      1,753

<i><b>UTILIZATION</b></i>			
<b>MEDIAN COST</b>	<b>MEDIAN PEAK UTILIZATION RATE</b>	<b>MEDIAN PEAK SPACES UTILIZED</b>	<b>MEDIAN PEAK SPACES AVAILABLE</b>
\$7.00	61%	1,075	678

\* Source: Charlestown Navy Yard Redevelopment SDEIR, Boston Redevelopment Authority, June 1991.  
 Note: In addition to the 1,753 public off-street parking spaces noted in Table 3,  
 the BRA identified approximately 290 on-street parking spaces available in the Navy Yard.

### 3.0

## PUBLIC AND PRIVATE TRANSIT SERVICES

Figure 3 illustrates the location of public and private transportation services located within the study area, supplemented by transportation terminals located outside this area, but within a reasonable walking distance of the Trail. As suggested by the density of the various modes of transportation facilities shown, the Trail is very accessible from all directions by public transportation. Therefore, reasonable alternatives to the public's complete reliance on private automobiles do exist. For instance, every MBTA subway line has a station location within or close to the boundary of the study area. South Station and North Station and their commuter rail connections are also in close proximity to the Trail, with adjacent subway lines providing direct connections to the Boston Common and other points along the Trail.

Unfortunately, the Charlestown Navy Yard is not well served by public transit. There are no subway lines in this area and bus service is not frequent. This lack of transit service limits the ability to visualize the Navy Yard as the "start" of the Trail should this project evolve in the direction of actually defining a beginning and end point for the Trail.

Also within the study area, are several private transportation alternatives in the form of trolley tour busses and a water shuttle service. In general, the trolley tours are somewhat expensive and require a longer time commitment than public transportation. These tours also limit which attractions or portions of the City (and the Trail) visitors will see to those chosen by the tour operators. With a cost of \$1.00 per one-way trip, the ferry (which connects Pier 4 in the Charlestown Navy Yard with Long Wharf adjacent to the New England Aquarium) is an affordable alternative to walking back to downtown from the Charlestown Navy Yard. The ferry provides service 7 days a week, with 15 minute headways during weekday AM and PM peak hours and 30 minute headways are provided throughout the remainder of the weekday and on weekends.

Based on the preceding information, there appears to be an adequate array of alternative forms of transportation for visitors to choose among when planning how to reach downtown Boston, access the Trail, and even move between sections of the Trail without having to rely exclusively on driving or walking. The exception to this situation is the Charlestown Navy Yard.



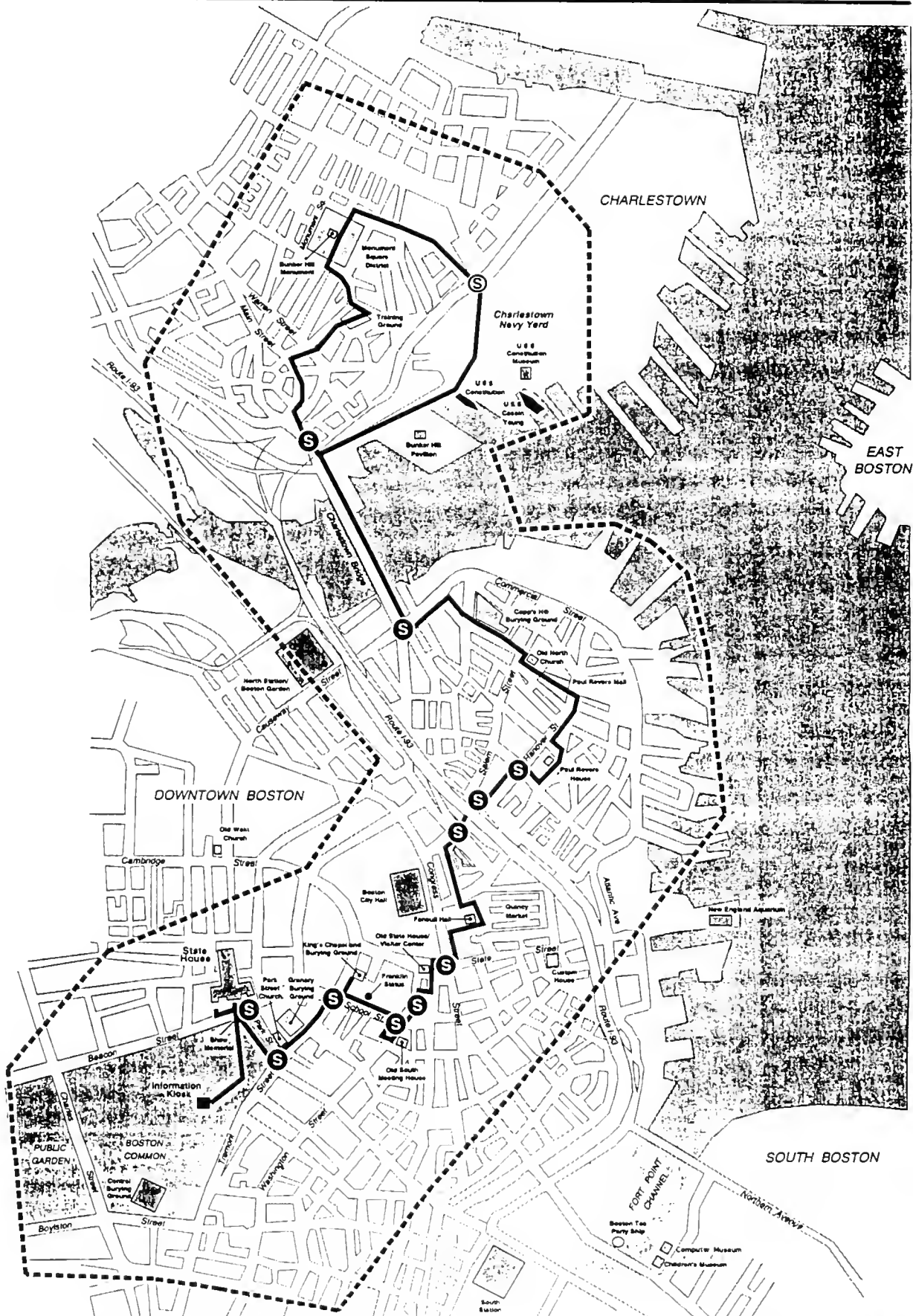


Figure 4 locates signalized intersections along the Trail. The presence/absence of pedestrian buttons and wheelchair ramps at these signalized locations are also noted. As part of this inventory, the availability of wheelchair ramps at unsignalized intersections was not specifically noted, although it appears that most unsignalized intersections along the Trail do incorporate wheelchair access.

Based on field observations, most major intersections traversed by the Trail are signalized. Consequently, visitors are able to walk the length of the Trail and cross streets with high traffic volumes with the protection afforded by a traffic signal system equipped with a pedestrian phase.

Regarding the continuity of wheelchair accessibility throughout the corridor, while most intersections are acceptable, there is a serious gap in the Trail's accessibility at the north end of the Charlestown Bridge. As a visitor approaches the north end of the bridge, there is a sign for the Trail/U.S.S. Constitution which directs visitors down a set of stairs located along the face of the bridge's northern abutment and onto the at-grade sidewalk which carries the Trail to the Charlestown Navy Yard. Wheelchair access is not provided at this location. However, there is a street (with sidewalk) several hundred feet northwest of this point which does intersect the Trail. To correct this situation, the Charlestown Bridge requires additional signage to inform visitors of this wheelchair accessible connection to the Trail.

A similar break in wheelchair accessibility exists at the northeastern end of the Paul Revere Mall. Here, there is no ramp provided to access/exit the Mall. This problem continues with no direct ramp access evident at the southern edge of the Old North Church. Wheelchair access at the front of the church can be reached via the local street system however, as is the case with much of the North End, the surrounding streets and sidewalks are narrow and consequently, it is not recommend to direct visitors onto these narrow corridors as a safe accessible connection to the front of the Old North Church.



- KEY**
- Freedom Trail
  - Study Area Limits
  - S Signalized Intersection  
(with Pedestrian Button & Wheelchair Ramps)
  - S Signalized Intersection  
(without Pedestrian Button & Wheelchair Ramps)

National Park Service  
Freedom Trail Project

## Signal Locations (Along Freedom Trail)

## 5.0

## NEXT STEPS

There are several transportation planning issues which should be considered for this project's next phase.

These include an analysis of various routes and modes of travel for the return trip from Charlestown to either the Boston Common or other sections of Boston. These return trip options include the existing Charlestown Ferry, an alternate walking route which passes over the MDC locks (located behind Boston Garden), MBTA bus service, and private trolley service. The walk times and distances to each of these alternative travel modes along with the travel times and costs associated with each alternative should be documented in the study's next phase. The options that each of these alternatives present visitors regarding access to different sections of Boston should also be considered.

Additionally, it may prove useful to explore the potential for a signage system along major approach highways to Boston directing visitors from the region's major highways to "Historic Boston" and directly to the Trail's terminus points. This same signage system could also be designed to direct approaching motorists to MBTA intermodal facilities like Alewife Station in Cambridge and the Riverside Station in Newton. This section of the signage system would reinforce the message that the MBTA provides direct access to "Historic Boston" and the Freedom Trail.

There is also the potential for the study's next phase to include an evaluation of sites for a new Park Service Visitors Center located somewhere in Boston. Such an effort should include an analysis of the transportation options associated with all potential sites under consideration. For instance, the Customs House as been discussed as a candidate site for a new Visitors Center. While architecturally, this building may have much to recommend it, from an access perspective it is not an immediately desirable location. For instance, compared to the Boston Common which has Red and Green Line stations on site, and an Orange Line station within two blocks, the Customs House has very limited access to the MBTA. Currently there is only a single Blue Line station located several blocks away. Parking in the vicinity of the Customs House is also not likely to be as abundant or as moderately priced as that around either the Boston Common or the Charlestown Navy Yard.

The next phase of this project should also allow for review of how the Central Artery project will impact the Freedom Trail.

Finally, the next phase should result in a comprehensive plan detailing the transportation system servicing the Trail and how visitors will be directed to that system's various components.

*Section V*

**THE FREEDOM TRAIL STUDY:  
BASELINE MARKET AND ECONOMIC REPORT**

*Prepared by  
The Office of Thomas J. Martin  
Economic Research and Management Consultants*



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## Executive Summary

The Freedom Trail has substantial markets from which to draw visitors, including a 100-mile resident market of 9.5 million people, with over 6 million residents within 50 miles. The tourism market is estimated at 9.0 million visitors annually. Therefore, the increase in market penetration rates need not be large for the Freedom Trail to substantially increase attendance levels.

Potential visitor markets for the Freedom Trail are:

- Metro Area Residents
- Metro Area Residents /School Age Children
- Day Trip - Regional Residents
- Day Trip - Regional Residents /School Age Children
- Overnight Hotel Visitors
- Visiting Friends/Relatives in Metro Area
- Event Attendees
- College Students, Visitors, Parents
- Tourists
- Convention/Corporate Meeting Attendees
- Business Travelers
- Tour Bus
- Pass-through Travelers
- International Tourists/Canada
- International Tourists/Overseas

Each of these markets will need to be addressed in specific ways to increase attendance.

The Freedom Trail has been in existence for about 50 years, while the various attractions/sites on the Freedom Trail have been operating for a much longer period of time.

It is hard to verify any overall trends of visitation to the Freedom Trail due to a number of factors related to the Freedom Trail sites. Some sites have been closed for periods through this decade; some have exact counts based on admission fees, while some have only estimates of visitation; counting approaches have changed over the period at some sites; and the Boston National Historic Park was initiated.

Visitation at Freedom Trail sites where there is an accurate count of visitors has remained relatively stable over the last decade or more, while visitation to other attractions in the Boston area was generally growing, as was the number of visitors to Boston. This suggests that the "market share" of the Freedom Trail has declined over the last decade.

There is no reliable count of the visitors who use the Freedom Trail. Indeed, the categorization of people who use the Freedom Trail becomes quite complex when all factors are reviewed. The McKinsey report indicated that Trail usage ranges from .5 to 4.3 million visitor days per year (p. 1-4). Whatever the actual number of visitors who are walking the Trail, the usage of the Trail or parts of the Trail is understandably high, particularly in the summer and fall.

There have been prior primary market surveys of the Freedom Trail. Some of the findings from prior studies are consistent with each other, i.e., that friends and relatives were an important source of information; most visitors appear to be tourists who are on their first visit; and many visitors were adults without children. The decision to visit was made ahead of time; that is, it was not an impulse decision and maps were important tools to help people get around.

During the last twenty-five years, there have been significant changes in the overall market environment. These include:

**\* Nature of Visitors (Demographics)**

- Population Aging (the first of the baby boomers turn 50 next year)
- Traditional Family Fading (Fewer in number today than 25 years ago)
- Education levels have been rising
- 4.6 million immigrants in 1990-94
- Between 1990-95, 550,000 residents left New England
- Real incomes are falling
- Decrease in leisure time
- Significant increase in international visitors (foreign visitation has grown from 20 million in 1980 to over 45 million in 1993)

**\* Major New Local Attractions**

- New England Aquarium
- Children's Museum
- JFK Library
- Franklin Park
- Hancock Observatory
- Events
- NPS/Venues

**\* New Types of Attractions**

- Gaming
- Cruises
- Themed Vacations
- Eco-Tourism

**\* New Destinations**

- Florida
- Alaska
- Hawaii
- International

### **\* Growth of Integrated Travel Industry**

- Growth of Travel Agents/Packaging
- Growth of Motor-Coach
- Growth of Convention/Meeting

Other factors such as the weather conditions and pricing (admission) charges at individual attractions also have an impact on visitation to Freedom Trail sites.

The key market considerations in the plan for the Freedom Trail need to focus on the following items.

**Target Markets** - A key issue is to identify who the target markets will be for an enhanced Freedom Trail. Each of the various market segments identified will require a somewhat different approach to visitor information and marketing. Luring in more local or regional resident visitors will require an enhanced program and sense of excitement suggesting a visitor center with a blockbuster presentation, a la "Where's Boston?" which was developed during the Bicentennial. Sponsoring events is another way to engage the resident market segment. For international visitors, on the other hand, multilingual materials will be required. Each of the identified markets will need to be considered for its own information needs.

**Weather** - Weather conditions can be a key variable in visitation to the Freedom Trail and Freedom Trail sites. The Freedom Trail is an "outdoor" experience with some indoor attractions, much like a theme park. The potential visitor will be less likely to walk the Freedom Trail in a downpour of rain, on a cold blustery day, or when it is dry and very hot. They may, however, take a trolley tour or try to visit one or two sites. Ways to deal with the "weather" factor will need to be found in order to increase attendance and overcome this factor. One way to deal with the weather would be to have a multi-use visitor interpretive center with scheduled trolley tours of the Freedom Trail, with scheduled stops.

**Visitor Time Budget** - Many visitors have restrictive time budgets. Visitors who are unfamiliar with the Freedom Trail and Boston may give up and become frustrated if they cannot plan for a visit with some sense that they know how long things will take, how far it is from one site to another, and how many sites there are on the Trail. Some large airports, for instance, are beginning to add "time" on their information signs; i.e., "if you are here, it takes 15 minutes to walk to 'A' concourse, 6 minutes to a restaurant" etc. In order to increase visitation to sites and for the Freedom Trail, this factor will need to be addressed.

**Revenue Needs** - Most of the attractions on the Freedom Trail need to maintain a revenue stream to support their operations. To this degree, there is a factor of competition between sites for as many "gate" visitors as possible. Some sites have admission fees, while others have indirect sources of income, such as gift shops. In either case, any strategy to increase visitation must take into account these needs. In dealing with multi-site venues, a number of ideas come to mind -- such as "joint ticketing;" an annual "passport" approach; membership strategies; jointly promoting a new venue such as a "blockbuster" show, and sharing revenues for this; program and event hosting space; joint product marketing, a la Old Sturbridge Village and Williamsburg. Strategies to increase visitation must also (and possibly more importantly) increase revenues.

**Seasonality of Visitation** - Visitation to most Freedom Trail sites is highly seasonal. This is due to the type of visitors and the outdoor nature of the Freedom Trail sites. Efforts to increase

visitation need to focus on those market segments that could visit in the shoulder seasons: residents, school groups, conventioners, motorcoach tours, etc.

**Potential Capacity Constraints** - Due to the nature of some of the attractions, there are undoubtedly capacity constraints in the system. These relate to the attractions which are generally small, but may also relate to sections of the Trail where pedestrian density is very high. These will need to be addressed in the planning effort.

**Visitor Information Needs** - Visitor information needs are complex. This will need to be integrated into the overall planning process.

**Marketing Materials** - The current marketing materials for the Freedom Trail and the Freedom Trail sites are not consistent and are of variable quality. Some material for individual attractions is of high quality, both in terms of content and presentation, while other material is of low quality. In reviewing the material to which the typical visitor is exposed, there is little consistency even in where the Trail is located. The trolley/bus tours typically feature the "Freedom Trail" in their advertising, but the routes often barely touch the Freedom Trail. We know from prior research that "maps" are the single most important resource for visitors, yet the visitor is exposed to at least a dozen maps of the Freedom Trail, each showing different things. (Note: The NPS Boston Official Map and Guide is excellent, but not as widely available.) Given the typical visitor's limited time budget, the materials available are often more confusing than helpful, and it is hard for the visitor to know when they have "completed" the Freedom Trail.

### **Actions to Increase Market**

The following are ideas to help create increased market support for the Freedom Trail and the Freedom Trail sites.

- Create a blockbuster Interpretive Visitor Center that includes a showcase gallery for individual sites. Develop a "Where's Boston?" type of show, and use the Interpretive Center to feed visitors to the sites. Include retail sales and share revenues among the sites.
- Create true Freedom Trail transportation/conveyance links through the use of trolleys/boat links.
- Create the reality of a "Loop Trail" that allows visitors to return to a starting point.
- Create a "passport" that allows access to the sites with an appropriate "stamp" to be added to the passport, to indicate completion of the Trail -- the passport is good for one year -- costs, say, \$25, and after completion qualifies the holder for some reward. Revenue to be shared among the sites.
- Create convenient parking for autos, vans and buses.
- Create access from the transit system via a "Freedom Trail Station" set of markers.

- Enhance the Trail with better way-finding markings, sense of time to the next site, etc.

## 2. Available Markets

The following section of this report reviews the market segments that will provide visitation to the Freedom Trail. This section also reviews other factors that may affect future visitation.

### Resident Market

The resident market for Freedom Trail sites is defined by the regional geography and the nature of the attractions. The regional geographic factors include:

- Boston is the primary social and economic center for New England. It is the central place in its 100-mile region; its influence is shared with New York only in the southwestern quadrant of the 100-mile region.
- Boston's radial highway system provides direct access from most regional population centers.

Based on these factors, the following residential market areas have been defined as the resident markets for the Freedom Trail.

- **Primary Market** - 0-25 miles, roughly equivalent to the area within the Route 495 beltway.
- **Secondary Market** - 25-50 miles, which includes the area up to the Cape Cod Canal, the Providence, Worcester, Fitchburg-Leominster, Nashua and coastal areas of New Hampshire.
- **Tertiary Market** - 50-100 miles, an extensive region including Cape Cod, the eastern half of Connecticut including the Hartford area, the Connecticut River Valley including the Springfield area through Vermont, all of the southern half of New Hampshire and southwestern Maine, including Portland.

The 0-100 mile resident markets are projected to have an estimated 9.5 million residents in 1998. They will contain about 70 percent of New England's total population of 13.4 million in 1998. Data in Table 1 shows population and demographic trends in the resident markets.

This data shows modest growth in total population and a maturing population (as shown by the increasing median age). However, the number of school age children is expected to grow at twice the rate of the general population, a potentially positive indicator since children can be an important audience. Income levels are projected to continue to increase based on general economic growth

and a maturing adult population. This, too, is a positive demographic indicator, as older adults are an important market segment for historic attractions.

### **Trends in Boston Area Tourism**

There are no definitive estimates of the numbers of travelers who visit the Boston area each year. Local tourist industry analysts estimate that there are approximately 9.0 million visitors to the Boston metro area annually. The research conducted for this report tends to confirm this "order of magnitude" estimate. Travelers are generally defined as staying overnight, or traveling over 100 miles.

There are several tourism indicators that show visitation trends. Following is a review of some of the available data.

- Hotel occupancy -- there are over 14,000 hotel rooms in the Boston/Cambridge market area, as well as 7,000 additional rooms in the suburbs. The number of rooms and occupancy rates have increased in the past six years. The estimated number of occupied rooms has grown from 1988 to 1994 (with a decline in 1991). From May through August, Boston hotel room occupancy rates are typically 80 to 85 percent. In addition to those who stay in local hotels, other visitor categories include:
- Visitors staying in regional hotels -- there are an additional 56,000 rooms in other parts of Massachusetts, with current occupancy rates approaching 72 percent.
- Visitors staying with "friends and relatives" -- which is typically the largest segment of the visitor market.
- Visitors who stay in campgrounds, in RV's, etc.
- Visitors making day-trips from owned or rented seasonal homes in eastern Massachusetts, coastal New Hampshire and southern Maine -- there are concentrations of such homes north and south of Boston.

**Table 1**  
**DEMOGRAPHIC PROFILE OF THE**  
**RESIDENT MARKET**

<b>Population</b>	<b>1990</b>	<b>Projected 1998</b>	<b>Change 1990 - 1998</b>
0-25 miles	3,236,740	3,153,729	-83,011
25-50 miles	2,797,291	2,904,500	107,209
50-100 miles	3,362,702	3,480,038	117,336
<b>Total</b>	<b>9,396,733</b>	<b>9,538,267</b>	<b>141,534</b>
<b>School-Age Children</b>	<b>1990</b>	<b>1998</b>	<b>1990 - 1998</b>
<b>0-25 miles</b>			
Age 5 to 9	187,586	183,852	-3,734
Age 10 to 14	172,410	176,821	4,411
Age 15 to 17	109,213	108,342	-871
<b>Total</b>	<b>469,209</b>	<b>469,015</b>	<b>-194</b>
<b>25-50 miles</b>			
Age 5 to 9	191,151	198,945	7,794
Age 10 to 14	175,808	191,576	15,768
Age 15 to 17	106,040	111,195	5,155
<b>Total</b>	<b>472,999</b>	<b>501,716</b>	<b>28,717</b>
<b>50-100 miles</b>			
Age 5 to 9	227,193	234,631	7,438
Age 10 to 14	207,619	224,816	17,197
Age 15 to 17	122,288	127,311	5,023
<b>Total</b>	<b>557,100</b>	<b>586,758</b>	<b>29,658</b>
<b>0-100 miles</b>			
Age 5 to 9	605,930	617,428	11,498
Age 10 to 14	555,837	593,213	37,376
Age 15 to 17	337,541	346,848	9,307
<b>Total</b>	<b>1,499,308</b>	<b>1,557,489</b>	<b>58,181</b>
<b>Median Age</b>	<b>1990</b>	<b>1998</b>	<b>1990 - 1998</b>
0-25 miles	33.4	35.8	2.40
25-50 miles	33.3	35.6	2.30
50-100 miles	33.7	36.2	2.50

**Table 1**  
(continued)

**DEMOGRAPHIC PROFILE OF THE  
RESIDENT MARKET**

<b>Number of Households</b>	<b>1990</b>	<b>Projected 1998</b>	<b>Change 1990 - 1998</b>
0-25 miles	1,216,394	1,216,446	52
25-50 miles	1,031,709	1,096,765	65,056
50-100 miles	1,261,464	1,341,235	79,771
<b>Total</b>	<b>3,509,567</b>	<b>3,654,446</b>	<b>144,879</b>
<b>Average Household Size</b>	<b>1990</b>	<b>1998</b>	<b>1990 - 1998</b>
0-25 miles	2.66	2.59	-0.07
25-50 miles	2.71	2.65	-0.06
50-100 miles	2.67	2.59	-0.07
<b>Per Capita Income</b>	<b>1990</b>	<b>1998</b>	<b>1990 - 1998</b>
0-25 miles	\$19,049	\$31,207	\$12,158
25-50 miles	\$15,584	\$24,495	\$8,911
50-100 miles	\$15,955	\$24,802	\$8,847
<b>Average Household Income</b>	<b>1990</b>	<b>1998</b>	<b>1990 - 1998</b>
0-25 miles	\$22,213	\$61,536	\$39,323
25-50 miles	\$41,838	\$64,116	\$22,278
50-100 miles	\$41,874	\$63,211	\$21,337
<b>Median Household Income</b>	<b>1990</b>	<b>1998</b>	<b>1990 - 1998</b>
0-25 miles	\$18,637	\$47,202	\$28,565
25-50 miles	\$35,898	\$50,490	\$14,592
50-100 miles	\$35,209	\$48,902	\$13,693
<b>Percent of households with income over \$25,000</b>	<b>1990</b>	<b>1998</b>	<b>1990 - 1998</b>
0-25 miles	69.4%	79.7%	10.3%
25-50 miles	65.9%	76.6%	10.7%
50-100 miles	65.7%	77.4%	11.7%

Source: Claritas/NPDC, and the Office of Thomas J. Martin 3/95



These additional visitor market segments support the estimate of total Boston area visitation.

**Air Travel** - Air travel tends to track the cycles in the regional economy, and in the national and international economies. In 1992 there were over 12.9 million passenger embarkments at Logan International Airport. A recent traveler survey by the U.S. Travel Data Center estimated that 17 percent of domestic visitors said air was their primary transportation mode; for international travelers, it was, of course, a much higher percentage. Most of the overseas foreign visitors arrive in Boston by air, and this market segment has been growing.

**Boston Museums and Attractions** - Boston offers a number of major and smaller museums and historic attractions. These attractions compete for the residents' and tourists' time and expenditures, but conversely, they create a critical mass of attractions that help make Boston a premier tourist destination. Stabilized annual attendance patterns for several major museums and historical attractions in Boston include:

Museum of Science	1,600,000 annual attendance
New England Aquarium	1,300,000 annual attendance
Museum of Fine Arts	850,000 annual attendance
Children's Museum	450,000 annual attendance

Boston museums and attractions have seen a general growth in attendance levels over the last two decades. Data on selected attractions is shown in Table 2. Changes in attendance from year to year reflect the state of the general economy, and new shows, exhibitions, or physical improvements (for example, the opening of the Omnimax Theater at the Museum of Science or the Monet exhibit at the Museum of Fine Arts).

**Massachusetts Turnpike Usage** - The vehicle usage of the Massachusetts Turnpike at the Weston Tolls is a proxy for changes in overall automobile volume in the Boston area. In any given year, over 8 million vehicles travel in-bound to Boston at this toll. Despite the recent recessionary environment, there has been net growth in vehicle traffic at this location since 1988. A component of this traffic is comprised of residents and visitors on recreational trips. This traffic growth trend is a positive indicator for recreational trips to Boston.

## **Origin of Visitors**

The estimated origin of domestic visitors is 13 percent from Massachusetts; 27 percent from other New England States; 39 percent from the mid-Atlantic states; and 20 percent from the remainder of the country. Foreign visitors come primarily from Canada, England, Japan, Germany and Italy.

Table 2  
Visitation for Selected Boston Area Attractions

Attraction	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994
Boston Tea Party Ship <sup>1/</sup>												
Computer Museum <sup>2/</sup>					132,400	114,300	91,100	102,000	119,000	117,000	119,500	NA
Children's Museum	391,300	453,639	456,254	481,565	476,800	522,800	503,800	492,600	470,900	464,100	414,400	392,600
New England Aquarium	918,000	966,971	1,114,200	1,158,200	1,260,900	1,382,200	1,291,200	1,310,600	1,262,700	1,331,100	1,276,600	1,298,800
Museum of Science <sup>3/</sup>	801,300	929,508	1,184,800	992,400	1,566,800	2,242,200	1,633,900	1,570,100	1,559,200	1,662,300	1,662,500	1,565,000
Bunker Hill Pavilion <sup>4/</sup>					88,000	93,800	76,500	71,500	70,200	66,700	59,800	NA
John Hancock Observatory <sup>5/</sup>		261,716	287,600	314,200	330,200	338,900	336,600	331,900	324,800	351,200	312,900	NA
Museum of Fine Arts <sup>6/</sup>	926,400	NA	824,500	742,200	861,200	823,300	875,000	1,327,400	831,500	844,100	867,300	800,000
Boston Common Information Booth						355,600	330,100	309,400	269,000	317,400	249,200	NA
Paul Revere House	162,900	163,700	185,500	201,700	195,400	200,700	200,800	202,700	204,900	201,600	173,000	176,300

Source: Massachusetts Office of Travel & Tourism *Travel Barometer*, attractions cited, and The Office of Thomas J. Martin.

1/ Closed for renovations Jan.-Feb., 1990-, 1991 and 1992. Closed entire winter season 1993.

2/ Winter figures not available 1987, 1988, 1991.

3/ Blockbuster exhibits, 1985 and 1988. Omnimax Theater attendance included starting in 1988.

4/ 1987 includes spring/summer season only. 1988-1993 includes spring/summer and fall.

5/ Closed during March/April 1993 for renovations.

6/ Blockbuster exhibits 1985 and 1990.

## Seasonality of Visitation

Visitors come to Boston at all times of the year, but the summer and fall are the periods when there are more visitors in the City.

## Traveler Attitude Survey

A "Consumer Attitude Research Study" (June 1993; Houston, Effler & Partners and Dorr Research Corporation, conducted for Massachusetts Office of Travel and Tourism) of potential domestic visitors to Massachusetts was conducted in June 1993. The households surveyed were from Connecticut, New York and Pennsylvania.

Some of the applicable findings include:

- Short (one to four nights) summer trips are the preponderance of vacation trips;
- Five psychographic vacation segments were identified:

"Sands and Bands" (young, beach-oriented) -	26%
"Outdoor Enthusiasts" -	21%
"Culture Seeker" -	19%
"Repeater" (goes to the same destination) -	19%
"Explorer" (varied vacation types/destinations) -	15%

The "culture seekers" are a prime target market, and Boston already attracts many people with these interests. Categories of important factors sought by "culture seekers" include, but are not limited to, the following:

- Cultural, arts, theater attractions
- Activities
- Family
- Memories
- Fun
- Escape
- Friendliness

The attractions on the Freedom Trail have the potential to serve this part of the market. The implication of the psychographic assessment of the Massachusetts tourism market is that a more attractive experience would have the potential to penetrate the existing tourism market at a higher rate.

## Funding for Promotion

The direct relationship between travel promotion expenditures and volume of travelers is well established. Massachusetts has become extremely aggressive in travel promotion, and is expected to remain so. In 1994, Massachusetts budgeted \$14.7 million, an increase of 15 percent from 1993, when the state had the 6th largest travel promotion budget in the United States. Such sustained promotion bodes well for future travel volumes.

## Tourism Outlook

Tracking tourism trends is difficult at best. However, the travel volumes reflected by the tourism indicators have generally grown over time. An overall increased demand for travel to Boston is expected to continue. Major projects now or soon under way are projected to discourage tourism in the short term, but will enhance Boston's economy in the longer term. These include:

- **Central Artery/Third Harbor Tunnel**, which will bury the highway and improve the urban fabric by replacing the Central Artery with a boulevard and small parks and pedestrian amenities.
- **Fleet Center**, new home to the Celtics and Bruins, which will increase seating capacity and be a cornerstone to revitalization of the North Station area.
- **Megaplex** -- should this or a similar stadium/convention center project come on line, a major influx of conventioners and event attendees would occur. This project would have the most direct impact on visitation to Boston, but its financing has not been approved as of this analysis.

Visitation to Boston for the 1995 to 2000 period may be impacted due to the construction of the Central Artery/Third Harbor Tunnel project. However, the improved local and national economy in the 1990's, continued marketing initiatives by the State Office of Travel and Tourism, and the development of projects such as the Fleet Center and other development projects, all have the potential to bring additional business and convention travelers to Boston.

## Market Segments

The Freedom Trail will have substantial markets from which to draw, including a 100-mile resident market of 9.5 million, with over 6 million residents within 50 miles. The tourism market is estimated at 9.0 million visitors annually. Therefore, the increase in market penetration rates need not be large for the Freedom Trail to substantially increase attendance levels.

If we take the gross market numbers and array them in more detail, we can define many more potential market segments. Information in Figure 1 shows this potential array by factors such as origin of visitors, motivation to be in Boston, type of accommodation, and transportation mode. Data in Table 3 estimates the size of some of these markets, the potential for growth in these markets, the characteristics of the market segment and the attractiveness of the Freedom Trail sites to the market segments.

Data in Tables 4 and 5 give characteristics of domestic and foreign visitors. Domestic tourists as a group are likely to be visiting friends/relatives (41%); arriving by automobile (79%), from within 300 miles away and on a trip of 2 to 3 nights away from home. These visitors will need to be marketed quite differently from the foreign visitors, who are on vacation; arriving by air, and booking travel and lodging through travel agents, and are independent travelers. Each of the potential visitor markets, therefore, will have a different channel of marketing effectiveness, and will have a different degree of interest in visiting Freedom Trail sites.

Potential visitor markets for the Freedom Trail are:

- Metro Area Residents
- Metro Area Residents w/School Age Children
- Day Trip - Regional Residents
- Day Trip - Regional Residents w/School Age Children
- Overnight Hotel Visitors
- Visiting Friends/Relatives in Metro Area
- Event Attendees
- College Students, Visitors, Parents
- Tourists
- Convention/Corporate Meeting Attendees
- Business Travelers
- Tour Bus
- Pass-through Travelers
- International Tourists/Canada
- International Tourists/Overseas

### **3. Market Indicators**

The Freedom Trail has been in existence for about 50 years, while the various attractions/sites on the Freedom Trail have been operating for a much longer period of time. During the last twenty-five years, there have been significant changes in the market environment. Data in Table 6 indicates some of these changes over the last few decades.

Figure 1

## Market Segments by Origin of Potential Visitors to Freedom Trail Sites

Origin of Visitors	Motivation to be in Boston	Type of Accommodation	Transportation to Boston
International (Except Canada)	Convention	Commercial Hotel/Motel	Air
Canadian	Commercial Business	Friends/Relatives	Bus
U.S. Residents (Except N.E.)	Personal Business	Group Housing; "Y"/Dormitory	Train
New England Res. (Except Metro Bos.)	Education	Home within 100 miles	Auto
Permanent Metro Area Residents	Tourist./Pleasure	Home	Ship
Temporary Metro Area Residents	Work		Public Transit
	Recreation		
	Visit Attraction/Event		
	Shopping		

Source: The Office of Thomas J. Martin.

Table 3

## POTENTIAL VISITOR MARKETS TO THE FREEDOM TRAIL

	Estimated Potential Market Size	Future Potential/Trends	Characteristics of Market	Attractiveness of Freedom Trail
Area Residents Metro Area	3,777,700 <sup>1</sup>	Stable	Key audience: close to attractions, interest in local history, activities/can combine with other trip purposes.	Low, currently
Area Residents School Age Children (under 18) - Metro Area	834,872 <sup>1</sup>	Stable	Group-oriented visitation with educational focus, or with family groups--likely single-purpose trip; close to attractions.	Moderate
Day Trip - Regional Residents	2,648,000 <sup>2</sup>	Stable	This audience is relatively close, but will have many competing attractions to draw their attention.	Low
Regional Residents (Day Trip) School Age Children	529,600	Stable	Group-oriented visitation with educational focus, or with family groups--likely single-purpose trip; close to attractions.	Moderate
Seniors/Retirees - Area	982,202 <sup>1</sup>	Growing	Key audience: interest in history--often have leisure time and disposable income.	High
Regional Residents (50+) Day Trip	688,480	Growing	Key audience: interest in history--often have leisure time and disposable income.	High
Overnight Hotel Visitors	4,513,000 <sup>2</sup>	Stable	Already in region, either as pass-through or for other activities--good source of visitors who can be influenced at hotel.	Moderate
Visiting Friends/Relatives in Metro Area	1,938,000 <sup>2</sup>	Stable	Primary potential audience--influenced by local residents; important to assure area resident satisfaction with program.	High
Event Attendees	5,960,300 <sup>3</sup>	Growing	Primary potential audience, but oriented to other activities; may have limited time. High proportion of regional residents.	Low
College Students/Visitors/Parents	500,000+	Growing	Primary potential audience, new students every year with associated visitors, parents, relatives.	Moderate

Table 3 (Cont.)

## POTENTIAL VISITOR MARKETS TO THE FREEDOM TRAIL

	Estimated Potential Market Size	Future Potential/Trends	Characteristics of Market	Attractiveness of Freedom Trail
Tourists	2,821,000 <sup>2</sup>	Growing	Most important market segment based on prior history of the Freedom Trail site visitation.	High
Convention/Corporate Meeting Attendees	2,366,000 <sup>2</sup>	Growing	Important market--but need to be tied to convention/meeting venues.	Moderate
Business Travelers	3,640,000 <sup>2</sup>	Stable	Low priority market. Will be difficult to influence in any significant numbers.	Low
Tour Bus - Motor Coach	400,000 <sup>4</sup>	Growing	Key audience--but need to work with motorcoach industry and other venues to schedule.	High
Pass-through Travelers	Estimated at 2,000,000+	Stable	Large potential audience--but may be difficult to market and draw into venues. Billboards have been shown to be effective here.	Low
International Tourists/Canada	491,000 <sup>5</sup>	Stable, varies depending upon exchange rates	Important foreign market with interest in American history.	Moderate
International Tourists/Overseas	646,855 <sup>2</sup>	Growing	Smaller market, but high income and growing--may need multilingual materials--interest in American history and exploring the countryside.	Moderate

<sup>1</sup> *Sales and Marketing Management*, 1994.

<sup>2</sup> Convention & Visitors Bureau estimate.

<sup>3</sup> *Book of Lists*, 1991 figures.

<sup>4</sup> Based on national surveys by National Tour Association.

<sup>5</sup> 1993 for state of Massachusetts. Also an additional estimated 21,000 visitors from Mexico.

Source: The Office of Thomas J. Martin.

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Table 4  
CHARACTERISTICS OF TRIPS OVER 100 MILES FROM HOME

•	Primary Purpose	
	Visit Friends/Relatives	41%
	Outdoor Recreation	13%
	Entertainment	22%
	Business	11%
	Convention	5%
	Other	7%
•	Party Size	
	One	25%
	Two	33%
	Three	15%
	Four	16%
	Five or more	12%
•	Mode of Transportation	
	Auto/Truck/RV	79%
	Airplane	17%
	Bus	2%
	Train	1%
	Other	1%
•	Round-Trip Distances	
	200-299 miles	23%
	300-399 miles	15%
	400-599 miles	12%
	600-999 miles	7%
	1,000-1,999 miles	15%
	2,000 miles or more	13%
	Outside U.S.	6%
•	Length of Trip	
	Day Trip	8%
	One Night	12%
	Two or Three Nights	42%
	Four to Nine Nights	30%
	Ten or more Nights	9%

Source: U.S. Travel Data Center.

Table 5  
CHARACTERISTICS OF FOREIGN OVERSEAS VISITORS TO U.S.

•	Means of Booking:	<u>Travel Agent</u>
	Air Travel	75%
	Lodging	60%
•	34 percent use prepaid/inclusive tours	
•	66 percent are independent travelers	
•	29 percent visit Middle Atlantic States	
•	Transportation in the U.S.	
	Domestic Airline	47%
	Auto Rental	39%
	Taxi	37%
	Inter-City Bus	23%
	Inter-City Train	9%
	Recreational Vehicle	3%
•	Leisure Activities	
	Shopping	84%
	Dining	70%
	Sightseeing in Cities	65%
	Water Sports	36%
	Touring Countryside	34%
	Visit Historic Places	32%
	Theme Parks	27%
	National Parks	26%
	Museums	25%
•	Trip Purpose	
	Vacation	53%
	Business	27%
	Visit Friends/Relatives	24%
	Convention	8%
	Student	5%
	Other	9%
•	Information Sources	
	Travel Agency	59%
	Friends, Relatives	22%
	Airline	15%
	Published Sources	12%
	Magazines	9%
	Tour Company	7%
	Other	13%

Source: USTTA.

**Table 6**  
**Travel/Tourism Indicators**  
**(Millions)**

	1966	1980	1993
U.S. Population	196.5	226.6	259.4
Foreign Visitors to the U.S.	6.6 <sup>1</sup>	20.5 <sup>2</sup>	45.8 <sup>3</sup>
Reported Visitors to Boston	2.9	6.7 <sup>2</sup>	9.1
Total Travel (Person-Trips) in U.S.	NA	574.0 <sup>4</sup>	1,306.6 <sup>5</sup>
Logan Traffic	NA	13.5 <sup>5</sup>	23.0
Logan Traffic Rank	NA	12	16

Source: The Office of Thomas J. Martin.

NA: Not available.

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<sup>1</sup> 1964 number.

<sup>2</sup> 1979 number.

<sup>3</sup> 1991 number.

<sup>4</sup> 1978 - new series of numbers.

<sup>5</sup> 1978 number.

Total U.S. population has increased by 32 percent; foreign visitors to the U.S. have increased by over 500 percent, and the number of visitors to Boston have increased by over 200 percent. At the same time, the relative rank of Boston as a destination has decreased as alternative destinations; types of attractions and new emerging markets have developed. Within Boston itself, the new attractions and venues have emerged. Data in Table 7 shows the top ten attractions in three time frames over the last 30 years. In 1966, the Museum of Fine Arts was the top attraction, with 780,000 visitors while in 1993, the Museum of Science was the top attraction, with over double the MFA's visitation of 1966. Some attractions like "Where's Boston" have emerged and then disappeared from the lists, while others, like the Paul Revere House, have consistently been on the list.

#### **4. Visitation for the Freedom Trail/Freedom Trail Sites**

There is no reliable count of the visitors who use the Freedom Trail. Indeed, the categorization of people who use the Freedom Trail becomes quite complex when all factors are reviewed. The McKinsey report indicated that Trail usage ranges from .5 to 4.3 million visitor days per year (p. 1-4). Whatever the actual number of visitors who are walking the Trail, the usage of the Trail or parts of the Trail is understandably high. The data in Table 8 shows the pattern of visitation to Freedom Trail sites over the last decade.

As will be noted, it is hard to verify any overall trends of visitation to the Freedom Trail due to a number of factors related to the Freedom Trail sites. Some sites have been closed for periods through this decade; some have exact counts based on admission fees, while some have only estimates of visitation; counting approaches have changed over the period at some sites; and the Boston National Historic Park was initiated.

Data in Table 9 shows information on each of the Freedom Trail sites, as well as data on associated historic sites and attractions.

#### **Seasonality and Patterns of Use**

Data in Table 10 shows the seasonality of visitation to selected Freedom Trail attractions, while data in Figure 2 graphs these numbers. This shows the differences between the sites as well as the overall patterns of low use in winter and high use in the summer and fall. This usage pattern is somewhat different for an attraction such as the New England Aquarium, which shows higher visitation in the winter months, as shown by data in Figure 3. Using the Paul Revere House as an example of a key Freedom Trail site, data in Figure 4 shows the daily visitation pattern at the Paul Revere House in 1992. Data in Figures 5 and 6 show the daily patterns in July and August, and indicate higher weekend day use (suggesting higher resident visitation?).

**Table 7**  
**Annual Visitation at Selected Most Visited Boston Area Attractions**  
**(1966, 1980, and 1993)**

1966		1980		1993	
1. Museum of Fine Arts	780,000	1. New England Aquarium	980,000	1. Museum of Science	1,623,000
2. Prudential Skywalk	770,000	2. Museum of Science	899,000	2. New England Aquarium	1,268,000
3. Museum of Science	470,000	3. USS Constitution	650,000 <sup>1</sup>	3. Minuteman Park	954,000
4. USS Constitution	456,000	4. JFK Library	551,000	4. Museum of Fine Arts	890,000
5. Minuteman Park	407,000	5. Museum of Fine Arts	533,000	5. USS Constitution	509,000
6. Franklin Park Zoo	190,000	6. Children's Museum	421,000	6. Children's Museum	414,000
7. Harvard Museum - Glass Flowers	165,000	7. John Hancock Observatory	326,000	7. JFK Library	330,000
8. Paul Revere House	160,000	8. Paul Revere House	184,000	8. John Hancock Observatory	328,000
9. I.S. Gardner Museum	157,000	9. Where's Boston	182,000	9. Franklin Park Zoo	183,000
10. Old State House	150,000	10. Bunker Hill Pavilion	141,000	10. Paul Revere House	173,000
TOTAL:	3,705,000	TOTAL:	4,867,000	TOTAL:	6,672,000

Source: The Office of Thomas J. Martin, and various sources, including the individual attractions.

Site	1977	% to Total	1978	% to Total	1979	% to Total	1980	% to Total	1981	% to Total	1982	% to Total
Old South Meeting-House "	76,018	9%	94,681	5%	89,939	4%	87,311	3%	97,249	4%	72,330	3%
Old State House "	64,080	7%	82,906	5%	73,077	3%	89,309	4%	86,311	4%	76,088	4%
Downtown Visitor Center "	0	0%	70,032	4%	124,451	5%	300,184	8%	207,416	9%	306,612	10%
Paul Revere House "	168,381	19%	190,397	10%	166,028	7%	183,899	7%	185,105	8%	154,157	7%
Old North Church "	89,154	10%	95,197	5%	83,012	3%	91,947	4%	97,550	4%	77,056	4%
Navy Yard Visitor Center	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
USS Constitution "	0	0%	0	0%	573,494	23%	582,461	23%	594,366	25%	530,900	25%
USS Cases Young	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Constitution Museum "	0	0%	0	0%	90,865	4%	112,566	4%	103,624	4%	0	0%
Charlestown Navy Yard "	0	0%	696,207	38%	684,180	28%	857,218	34%	693,407	30%	619,352	29%
Shipyard Gallery "	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Bunker Hall "	67,390	8%	92,954	5%	91,289	4%	49,976	2%	117,466	5%	100,920	5%
TOTAL:	892,244	100%	1,821,913	100%	2,446,874	100%	2,536,663	100%	2,341,132	100%	2,105,972	100%

Site	1983	% to Total	1984	% to Total	1985	% to Total	1986	% to Total	1987	% to Total	1988	% to Total
Old South Meeting-House "	89,680	6%	79,647	7%	0%	0%	89,897	3%	78,180	2%	75,660	2%
Old State House "	92,382	7%	76,705	7%	0%	0%	79,627	3%	77,437	2%	90,139	3%
Downtown Visitor Center "	243,869	17%	152,630	13%	0%	0%	255,202	10%	288,681	8%	245,794	7%
Freedom Hall "	339,170	24%	295,696	26%	0%	0%	228,179	9%	345,079	10%	324,455	9%
Paul Revere House "	162,942	11%	163,695	14%	185,545	47%	201,738	8%	195,402	6%	200,742	6%
Old North Church "	81,914	6%	0%	0%	0%	0%	0	0%	0	0%	0	0%
Navy Yard Visitor Center	0%	0%	0%	0%	0%	0%	0	0%	0	0%	0	0%
USS Constitution "	202,763	14%	194,467	17%	0%	0%	221,632	9%	263,073	8%	262,969	8%
USS Cases Young	81,456	6%	75,901	7%	0%	0%	79,683	3%	81,095	2%	92,015	3%
Constitution Museum "	0%	0%	0%	0%	0%	0%	691,660	27%	1,063,540	31%	1,097,345	32%
Charlestown Navy Yard "	0%	0%	0%	0%	0%	0%	0	0%	0	0%	0	0%
Shipyard Gallery "	0%	0%	0%	0%	0%	0%	0	0%	0	0%	0	0%
Bunker Hall "	126,549	9%	119,914	10%	0%	0%	130,180	5%	146,874	4%	123,115	4%
TOTAL:	1,420,725	100%	1,158,655	100%	397,761	100%	2,570,480	100%	3,450,707	100%	3,452,547	100%

Table 8  
Freedom Trail Visitation (Person Visits)

Table 8 (Cont.)  
Freedom Trail Visitation (Person Visits)

Site	1989	% to Total	1990	% to Total	1991	% to Total	1992	% to Total	1993	% to Total
Old South Meeting-House <sup>1/</sup>	57,970	2%	69,390	2%	87,540	2%	78,556	2%	66,061	2%
Old State House <sup>2/</sup>	90,648	3%	48,870	1%	0	0%	54,602	2%	48,695	2%
Downtown Visitor Center <sup>3/</sup>	221,662	6%	254,126	7%	363,552	10%	396,384	11%	374,064	12%
Faneuil Hall <sup>4/</sup>	268,628	8%	189,938	5%	0	0%	260,426	7%	243,304	8%
Paul Revere House <sup>5/</sup>	200,754	6%	202,705	5%	204,855	6%	201,628	6%	173,000	5%
Old North Church <sup>6/</sup>	0	0%	0	0%	0	0%	0	0%	0	0%
Navy Yard Visitor Center	0	0%	282,178	7%	387,185	11%	404,474	11%	382,090	12%
USS Constitution <sup>7/</sup>	966,127	28%	1,003,046	26%	915,756	25%	643,648	18%	509,300	16%
USS Cassin Young	256,916	7%	263,497	7%	271,526	7%	314,491	9%	379,414	12%
Constitution Museum <sup>8/</sup>	78,988	2%	70,007	2%	74,701	2%	114,650	3%	120,865	4%
Charlestown Navy Yard <sup>9/</sup>	1,127,470	33%	1,170,555	31%	1,068,687	29%	884,934	24%	735,403	23%
Shipyards Gallery <sup>10/</sup>	30,359	1%	105,596	3%	104,908	3%	134,644	4%	62,947	2%
Bunker Hill <sup>11/</sup>	131,341	4%	130,170	3%	147,003	4%	147,992	4%	144,067	4%
TOTAL:	3,430,863	100%	3,790,078	100%	3,625,713	100%	3,636,429	100%	3,239,210	100%

1/ Partial Closing during Jan. & Feb. of 1982.

2/ Open April thru August, 1990; closed for rehab in 1991; closed Jan. thru June in 1992.

3/ Visitor Center opened partial year in 1977. First visitation figures recorded in 1978.

4/ Exact head count used starting in 1980; previous counts obtained differently. Faneuil Hall closed weekends under city operation in 1981; NPS began full-time staffing April 1, 1982.

Figures for 1990 are Jan. through Sept.; closed for rehab in 1991; closed Jan. thru June in 1992.

5/ Partial closing during March 1981 and March 1982.

6/ 1977 thru 1982 visits estimated by Church officials as one-half that of Paul Revere House. Do not include attendance at Church services.

7/ Oct. & Dec. not included for 1979 and 1980. 1985 figures are for Spring/Summer.

8/ Oct. & Dec. not included for 1979.

9/ In 1977, only USS Constitution figures were reported. No additional Navy Yard programs operational.

10/ No figures for 1988. Open Oct. & Nov. only in 1989; May thru Sept. only in 1992 and 1993.

11/ Bunker Hill Monument closed for rehab Jan. thru Oct. 1980.

Note: Figures are for Calendar Year unless otherwise indicated.

Source: The Office of Thomas J. Martin, National Park Service, and facilities listed.

Table 9  
Visitation for Selected Regional Historic Attractions

Attraction	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
<b>NPS Attractions</b>											
Adams National Historic Site <sup>1/2</sup>	26,200	23,400	24,600	24,700	25,600	21,600	22,600	20,300	27,000	27,400	43,900
Salem Maritime National Historic Site <sup>1/2</sup>	565,900	788,500	670,000	673,900	874,600	742,700	693,300	617,400	786,900	1,079,300	542,500
Lowell National Historical Park	438,000	596,300	706,900	802,500	740,900	703,400	735,200	728,100	711,700	733,300	602,200
Minuteman National Historical Park	1,015,000	960,800	845,800	1,208,600	945,500	1,002,000	916,600	857,200	769,700	1,092,000	953,600
Boston National Historical Park V.C. <sup>2/</sup>	2,088,300	1,481,300	1,560,500	1,642,400	2,220,000	2,183,800	2,135,200	2,102,900	2,020,600	2,076,100	2,030,200
Boston African-American NHS <sup>2/4</sup>							102,800	194,500	232,100	341,500	328,300
Saugus Ironworks <sup>5/</sup>	38,500	43,500	40,300	49,500	69,600	70,900	75,500	45,700	47,600	50,100	34,700
<b>Total NPS Sites:</b>	4,171,900	3,893,800	3,848,100	4,401,600	4,876,200	4,724,400	4,681,200	4,566,100	4,595,600	5,399,700	4,535,400
<b>Other Historic Sites/Attractions</b>											
Plymouth Plantation/Mayflower II <sup>6/</sup>	637,800	NA	675,000	720,000	719,000	779,000	677,000	630,000	421,000	400,000	377,000
Old Sturbridge Village <sup>7/</sup>	509,000	510,300	517,200	564,900	566,000	571,000	537,900	498,100	476,400	449,200	447,429
<b>Total, Other Sites:</b>	1,146,800	510,300	1,192,200	1,284,900	1,285,000	1,350,000	1,214,900	1,128,100	897,400	849,200	824,429

Source: The Office of Thomas J. Martin, the National Park Service Statistical Abstract, and the attractions cited.

NA = Not available.

1/ New counting procedure, 1993.

2/ Temporary closing, 1993.

3/ New counting procedure, 1984.

4/ Redesignated from affiliated to administered, reporting for the first time, 1989.

5/ Temporary closing during 1990.

6/ 1983 is April thru Nov. Double counting ended in 1991.

7/ October not reported, 1983.



Table 10  
Seasonality of Visitation at Selected Freedom Trail Attractions  
1993

	USS Constitution Museum	% of Total	Paul Revere House	% of Total	Old South Meeting House	% of Total	USS Constitution	% of Total	Old State House	% of Total	TOTAL	% of Total
January	2,467	2.0%	3,404	2.0%	1,818	2.8%	4,681	0.9%	2,677	3.3%	15,047	1.6%
February	3,158	2.6%	3,205	1.8%	1,502	2.3%	5,844	1.1%	2,897	3.6%	16,606	1.7%
March	4,640	3.8%	4,577	2.6%	2,651	4.0%	10,946	2.1%	3,689	4.6%	26,503	2.8%
April	10,685	8.9%	14,651	8.4%	4,784	7.2%	38,817	7.6%	6,212	7.7%	75,149	7.9%
May	10,961	9.1%	18,871	10.9%	6,418	9.7%	67,466	13.2%	7,635	9.5%	111,351	11.7%
June	14,595	12.1%	22,537	13.0%	6,875	10.4%	67,253	13.2%	8,831	11.0%	120,091	12.6%
July	16,313	13.5%	27,034	15.6%	8,837	13.4%	74,359	14.6%	11,079	13.7%	137,622	14.5%
August	17,660	14.6%	26,990	15.5%	9,305	14.1%	95,866	18.8%	10,417	12.9%	160,238	16.9%
September	13,875	11.5%	16,851	9.7%	5,810	8.8%	57,643	11.3%	8,382	10.4%	102,561	10.8%
October	16,711	13.9%	22,195	12.8%	8,761	13.3%	62,105	12.2%	10,797	13.4%	120,569	12.7%
November	6,665	5.5%	9,365	5.4%	4,602	7.0%	16,875	3.3%	5,076	6.3%	42,583	4.5%
December	2,820	2.3%	4,031	2.3%	4,698	7.1%	7,445	1.5%	2,944	3.7%	21,938	2.3%
Total:	120,550		173,711		66,061		509,300		80,636		950,258	

Source: Facilities cited and The Office of Thomas J. Martin.

Figure 2

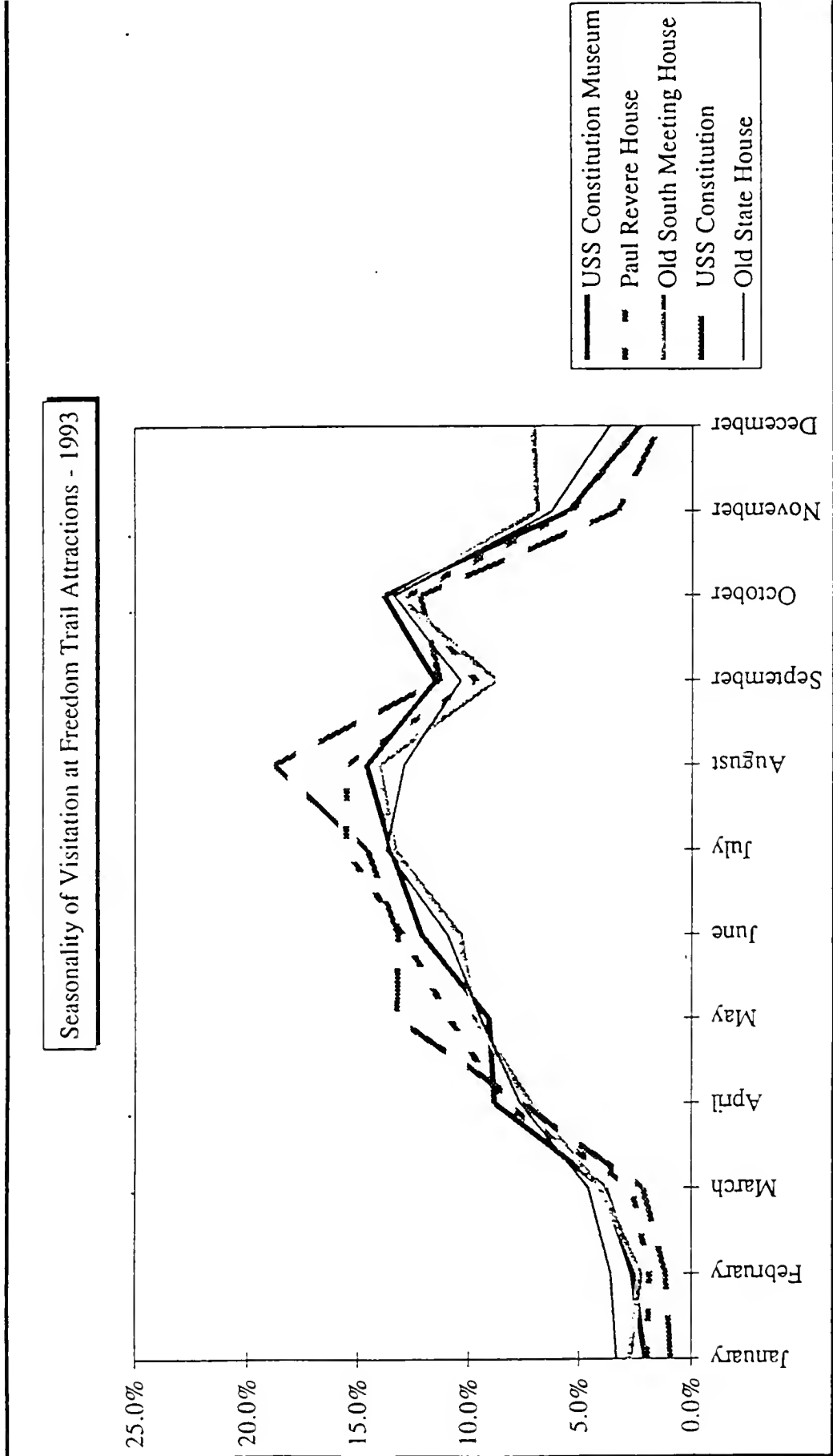


Figure 3

Seasonality of Visitation at Freedom Trail Sites Compared to  
New England Aquarium - 1993

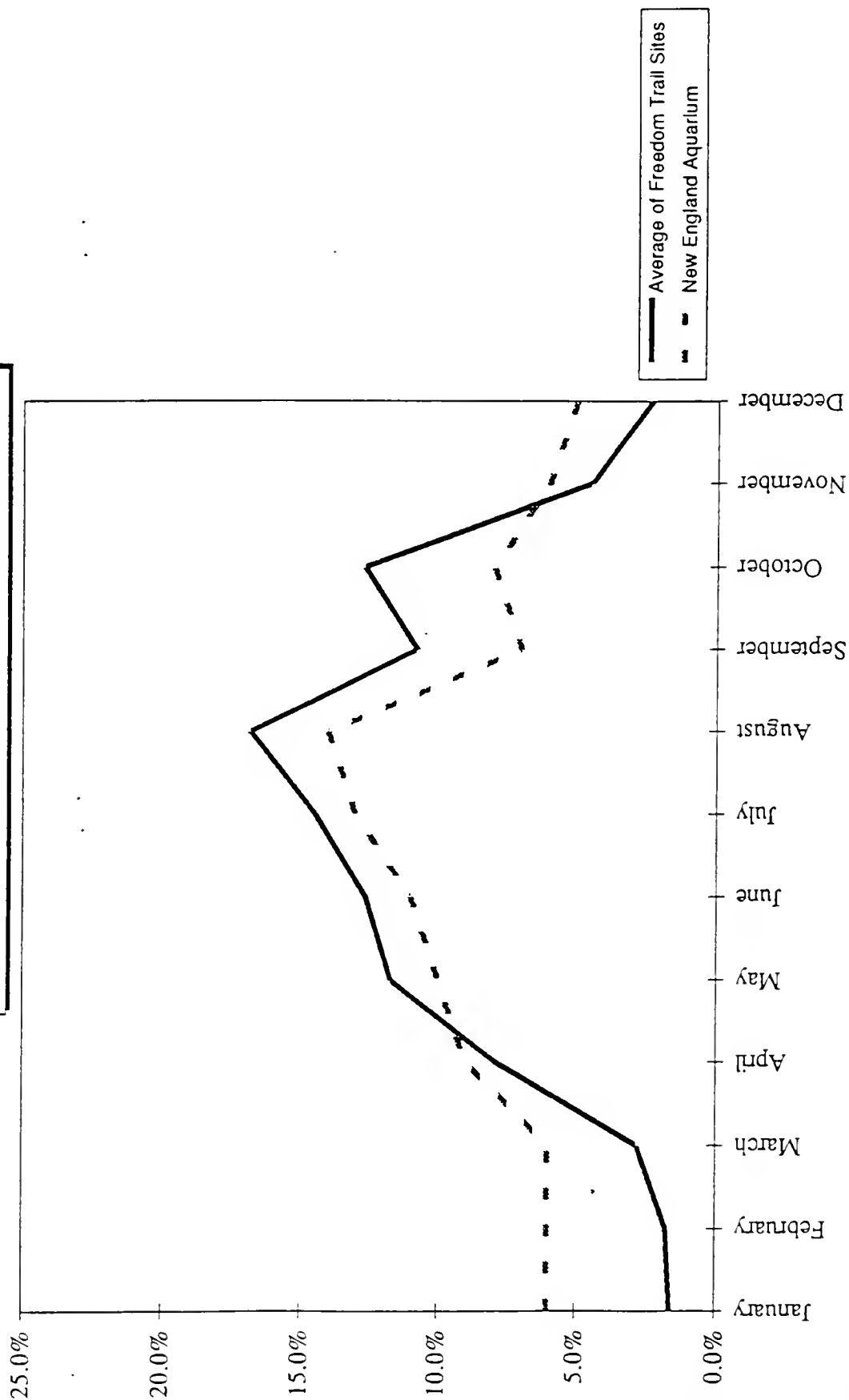
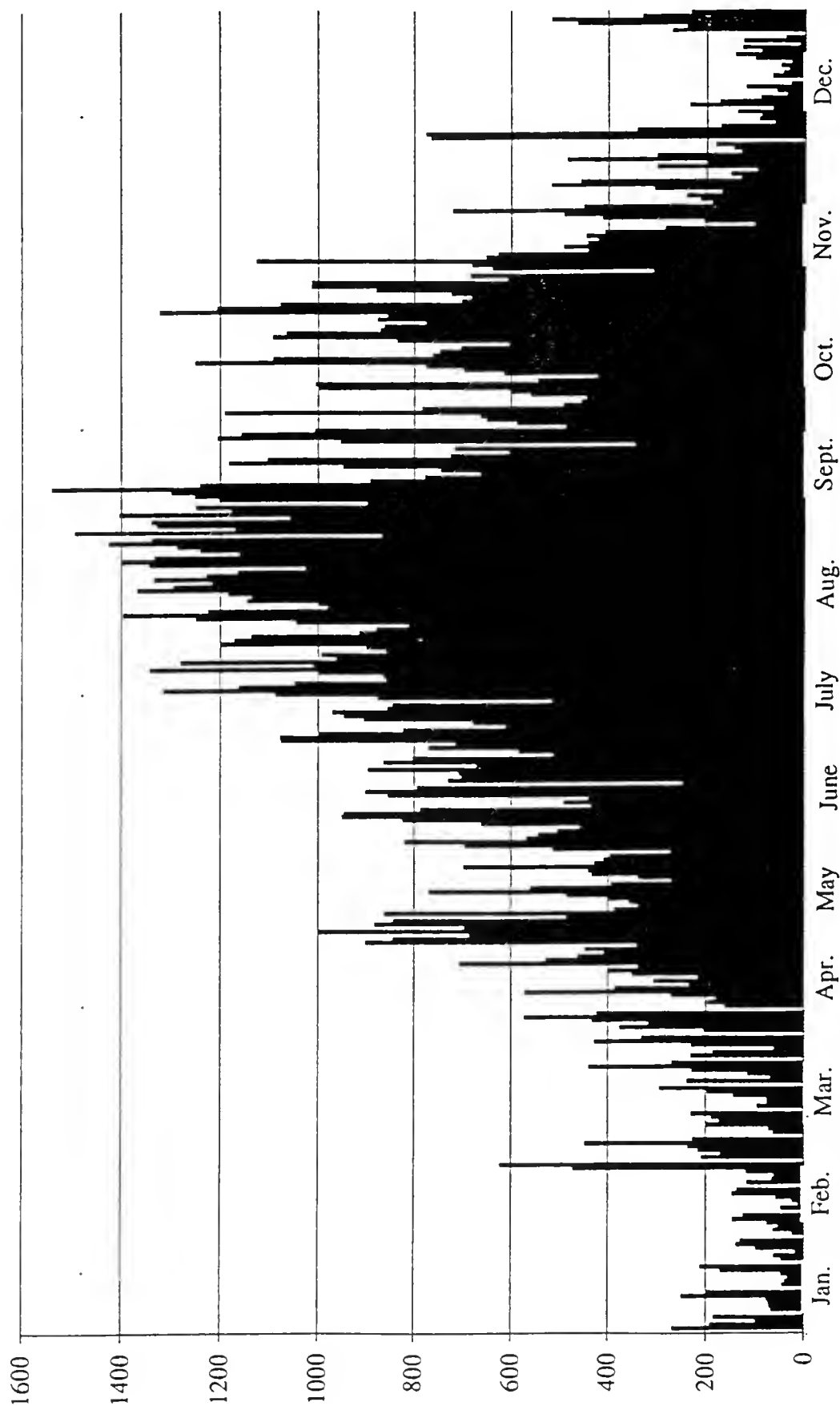


Figure 4

## Daily Visitation at Paul Revere House in 1992



Daily Visitation Pattern at Paul Revere House  
July 1992 and 1993

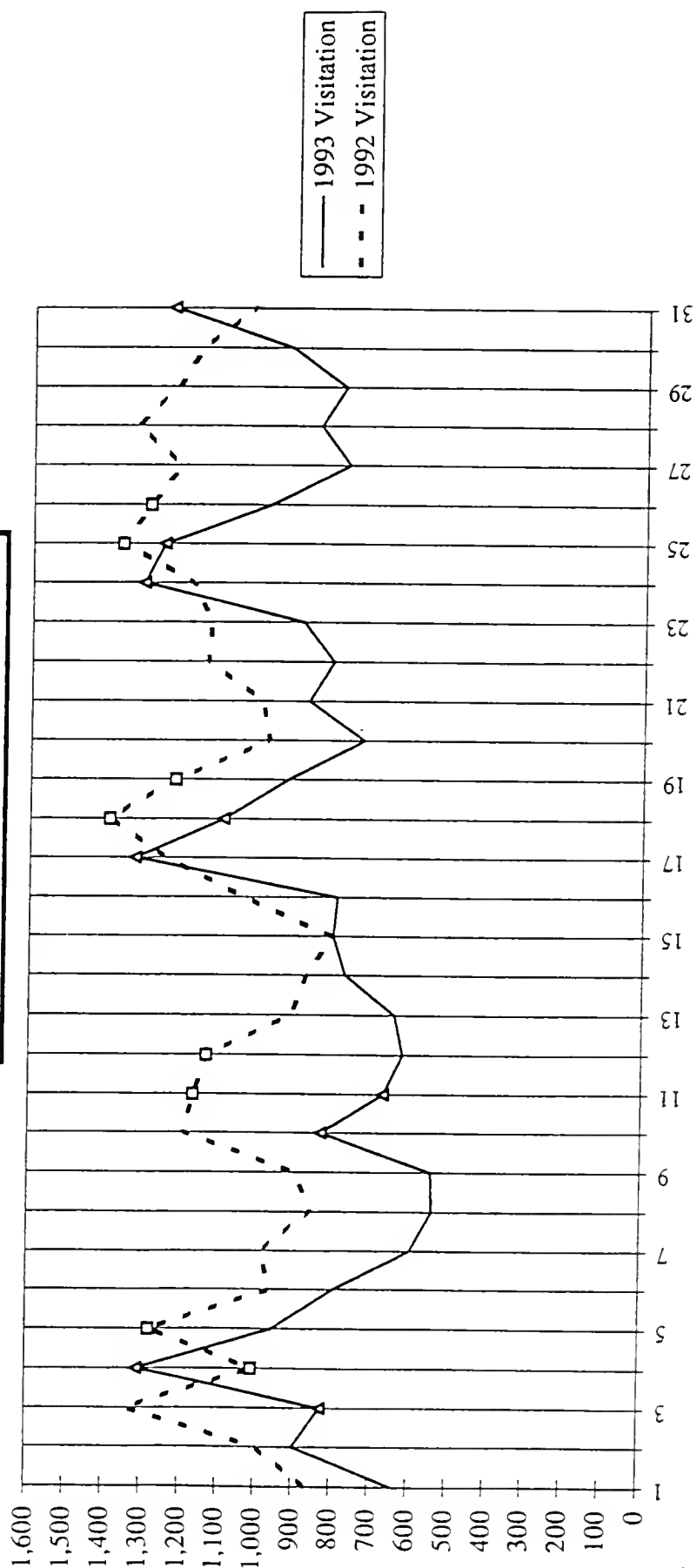
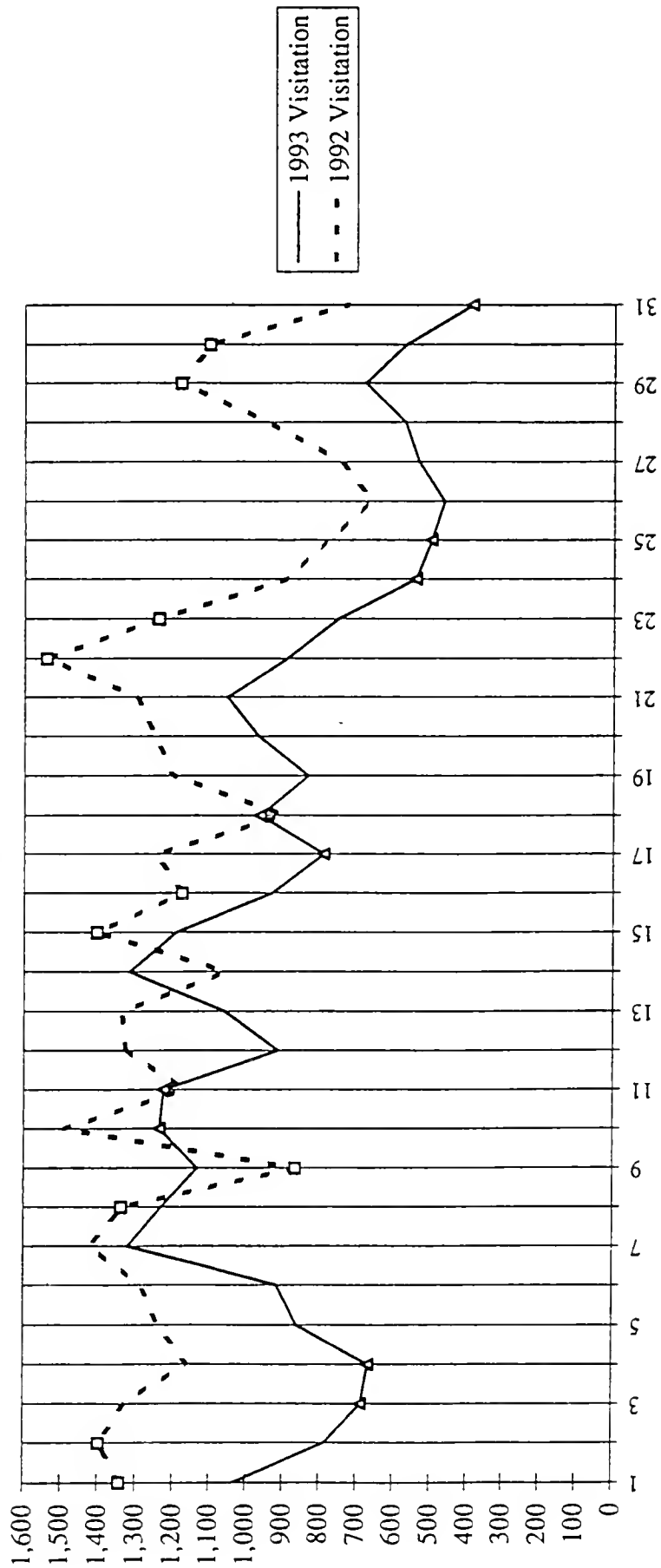


Figure 6

Daily Visitation Pattern at Paul Revere House  
August 1992 and 1993



Data in Figure 7 shows the daily visitation ranked by high to low days for the Paul Revere House. This type of visitation pattern represents “capacity constraint” during the busy periods. That is, there are probably lines at the attraction and the visit may not be as enjoyable because of crowding. The issue of capacity constraint at physically small historic attractions can be a key marketing issue (as well as resource preservation issue), and the plan for the Freedom Trail should try to address this issue.

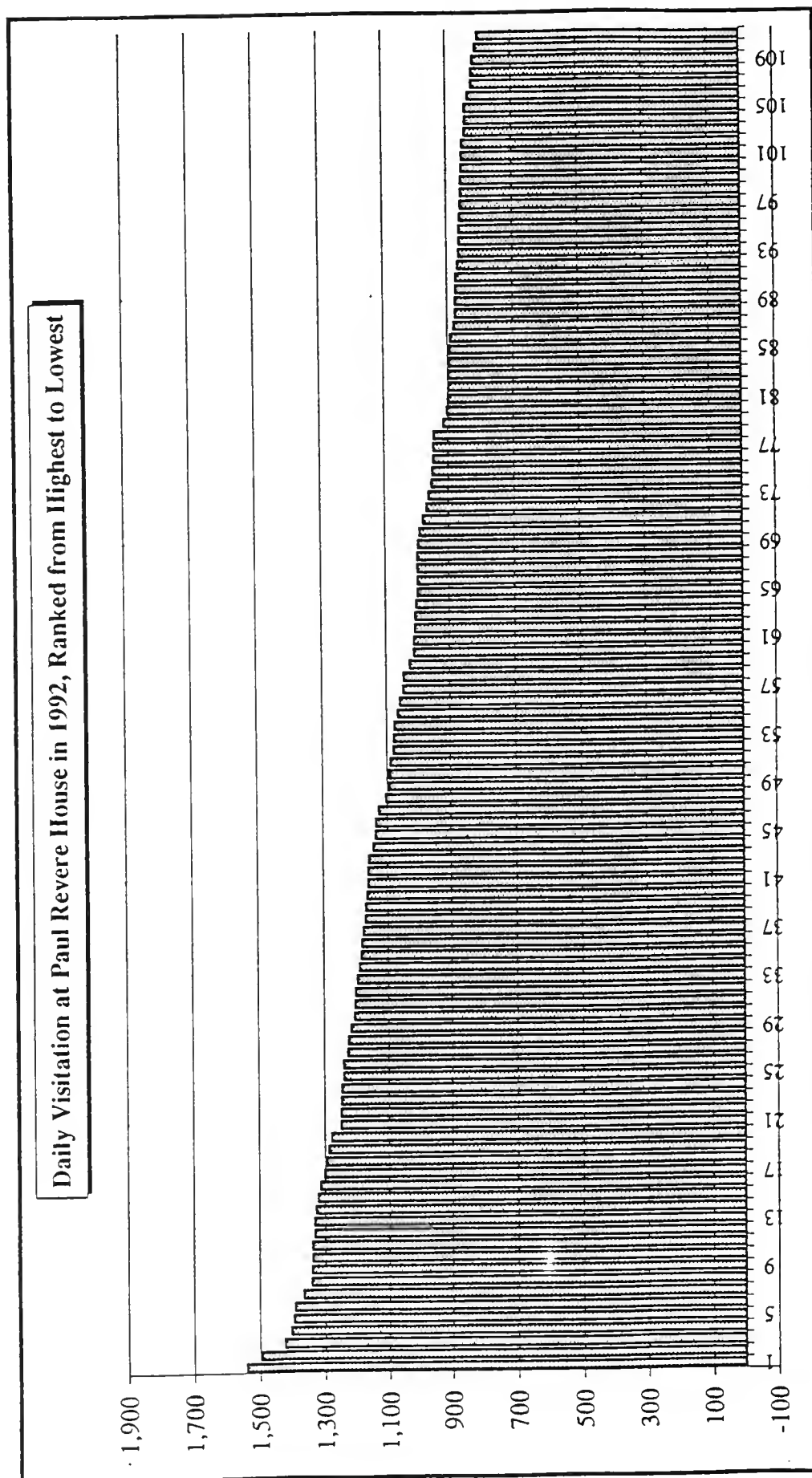
## **5. Prior Primary Market Surveys**

Data in Tables 11 through 14 summarize the four prior primary market studies related to Freedom Trail (or individual site) use. Some of these findings from prior studies are consistent with each other, i.e., that friends and relatives were an important source of information; most visitors appear to be tourists who are on their first visit; and many visitors were adults without children. The decision to visit was made ahead of time; that is, it was not an impulse decision. Some of the findings are not consistent with each, i.e., many people on day trips to Boston, but categorized as visitors or first-time visitors.

## **6. Relative Performance of Freedom Trail Sites**

Visitation at Freedom Trail sites where there is an accurate count of visitors has remained relatively static over the last decade or more, while visitation to other attractions in the Boston area was generally growing, as was the number of visitors to Boston. This suggests that the “market share” of the Freedom Trail has declined over the last decade. Data in Table 15 and Figure 8 shows this over the last decade. Data in Figure 9 compares the performance of the Freedom Trail (Paul Revere House) with five barometers of travel and visitation in the Boston area. The effects of the recent recession on the Boston tourism economy are clear, and in particular, compared to visitation to a composite of ten Boston attractions. (These ten attractions are: Boston Tea Party Ship, Bunker Hill, Children’s Museum, Hancock Building Observatory, Museum of Fine Arts, Museum of Science, Old State House, Paul Revere House, USS Constitution, USS Constitution Museum). It could be argued that the Paul Revere House has been fairly successful in maintaining attendance levels. The reasons for this are probably varied. Information in Table 16 lists some of the many factors that have in the recent past, and will in the future, impact on visitation to the Freedom Trail sites. Some factors such as the growing mature population may be positive, as this age cohort is typically more interested in history. Other factors, such as the proliferation of alternative destinations and attractions, may be negative indicators.

Figure 7





**Table 11**  
**Fall 1983 Survey on Freedom Trail<sup>1</sup>**

**1. Objectives of Study**

"This project began with a recognized need for accurate information about visitors and visitor experience in urban historic parks. The research focuses on the issue of orientation: when and where it's needed, how effective it is, and how it enhances or detracts from interpretive programs. The research addresses the following issues and questions:

- Orientation
- Effectiveness of orientation
- Visitor behavior and patterns of use
- Socio demographics of visitors"

**2. Statistical Results<sup>2</sup>**

Reason for Visit

Historical Interest	49%
Something to Do	25%
Vacationing	21%
Other	19%

Sources of Information

Friends, Relatives	52%
Travel Guide	30%
Brochures	19%
Other	46%

Use of Visitor Center

Pick up Brochures	82%
Spoke to Staff Person	78%
Went to Restrooms	56%
Looked at Book Display	46%
Picked up Map	46%
Other	82%

Visit was Planned ...

Hours Ahead	3%
Days Ahead	20%
Weeks Ahead	15%
Months Ahead	54%
Year Ahead	8%

What was Helpful ...

Having Map	67%
Talking to Staff	51%
Brochures	32%
Other	17%

Most-Liked Sites

USS Constitution	30%
Paul Revere House	12%
Old North Church	11%
Old South Meeting House	6%

Problems

Nothing	51%
City Environment	23%
Interpretation/Orientation	21%
Unexpected Charges	5%

Type of Trip

Day Trip	37%
Two Days	23%
Three Days	17%
Four or More Days	24%

**3. Findings**

- Boston draws a national and international audience
- Visitor groups in Fall are predominantly adults groups, without children
- Approximately 3/4 of visitors are seeing sites for the first time
- People plan their visits well in advance
- "Word of mouth" is the most effective source
- People come to Boston with a general sense of seeing some history, but don't necessarily know about the Freedom Trail
- Hand-held maps are an important resource for spatial orientation
- Many visitors do not understand what "the Freedom Trail" means or what it stands for

Table 11 (Cont.)  
Fall 1983 Survey on Freedom Trail<sup>1</sup>

Findings, Cont.

- Most common complaints were the city environment, orientation and unexpected admission fees at some sites
- Fall visitors to the Freedom Trail went to several sites and visited a considerable portion of the Trail.
- The *USS Constitution* and the Paul Revere House were the most popular sites on the Freedom Trail.

- 1/ Environment and Behavior Research Center, University of Massachusetts, *Measuring the Effectiveness of Interpretation and Orientation Programs from the Visitor's Perspective*, NP, Eastern Park and Monument Assoc., Mass Heritage State Parks, DEM. Two surveys were conducted: a Visitor Experience Survey (148 in Boston), and a Visitor Center Evaluation (100 in Boston).
- 2/ Multiple answers possible.

Source: The Office of Thomas J. Martin, and listed report.

Table 12  
1987 Visitor Survey at the Paul Revere House

### 1. Objectives of Study

"Research about the visitor audience was initiated to assist long-range planning and management decisions concerning matters such as the ability to attract visitors, the need for publicity, and potential impacts of Central Artery reconstruction on attendance and income at the Paul Revere House."

### 2. Statistical Results<sup>2</sup>

<u>Geographic Origin of Visitors</u>	Summer	Fall
Boston area (inside Rte. 495)	29%	59%
Elsewhere in Massachusetts	9%	6%
Other New England States	2%	3%
Elsewhere in the United States	75%	83%
Foreign Countries	12%	8%

<u>Duration of Trip</u>	Summer	Fall
Day Trip, or Live Here	27% <sup>2</sup>	9%
Overnight, 1 to 3 Days	40%	18%
Traveling, 4 to 7 Days	25%	39%
Traveling 8 + Days	8%	34%

<u>Place Where Decision to Visit was Made</u>	
At Home, at Friend's House	43%
At a Hotel in Boston	10%
En Route to Boston	8%
Other, not closer than Faneuil Hall	9%
Total Who Decided in Advance	70%

### 3. Findings

- Visitor attendance at the Paul Revere House is influenced by broad public awareness of Paul Revere, and public interest in authentic historical sites
- Attendance over the last 12 years showed a peak during the 1976 Bicentennial year, and a slow period in 1982-83 corresponding to economic forces which cut into discretionary travel and museum visitation.
- The Paul Revere House demonstrates a broad appeal to tourists, but also shows a reasonable stability in the face of fluctuations in tourism.
- Most visitors to the Paul Revere House are adults, including young, middle-aged and older adults.
- A closer look at the ages of Paul Revere House visitors supports two common conclusions about the audience for major historical attractions: (1) there is obvious interest among older adults, as there is at other historical sites and history museums; and (2) a large segment of the tourist market – especially in the Fall – consists of young adults in their 20's and 30's, usually without children.
- The Paul Revere House is a "destination" site for most visitors, at least in the fall: 70% of the visitors made a conscious decision to seek it out as a site to visit in Boston.
- The Freedom Trail is a critically important means of access to the Paul Revere House. In the summer, 75% of visitors are following the Trail, as are 66% of fall visitors.
- Freedom Trail visitors found that they spend a median of 7.4 hours visiting sites along the Trail.
- Less than 3% of the visitors started following the Trail in the North End. The Paul Revere House is a significant point of interest for visitors. They are impressed by its authenticity and by the opportunity to experience a part of America's early history.

Table 12 (Cont.)  
1987 Visitor Survey at the Paul Revere House

Findings, Cont.

- Forty-three percent of Paul Revere House visitors say that it was confusing to find their way to the North End, as do 50 percent of visitors on the Trail near the Old North Church.
- There is a specific section of the Trail which causes problems: from Faneuil Hall to Hanover Street in the North End. At Faneuil Hall, people are confused about where the Trail is and some visitors are unaware that the Trail continues beyond Faneuil Hall and Quincy Market. In the Haymarket area, the Trail is hard to follow due to street activity.
- The reasons for not visiting include: (1) not enough time, (2) not interested, (3) it has an admission charge, (4) didn't know about it, or wasn't sure what it was, and (5) the line was too long.
- If no action is taken, the Paul Revere House is vulnerable to a 30-35% drop in admissions during Central Artery reconstruction.

- 1/ People, Places and Design Research, Analysis of the Visitor Audience, March, 1988. 129 visitor groups in the Summer of 1987 and 232 visitor groups in the Fall at Paul Revere House. Also visitors on the Freedom Trail: 100 between Paul Revere House and Old North, 100 at State Street Visitor Center of NPS.
- 2/ It is likely that the summer data overestimates the extent of day trips, because the interview question ("How long will you be in Boston?") did not clarify whether there was an overnight involved (thus combining day trip with on-day-including-overnight). In the fall, the question was changed to "Are you on a 'day trip' or staying overnight in the Boston area?" (this wording did help to identify day trips specifically, as well as people on extended trips who were not staying in the Boston area).

Source: The Office of Thomas J. Martin, and listed report.

Table 13  
1992 Freedom Trail Visitor Survey<sup>1</sup>

<b>1. Objectives of Study</b>			
"Learn how people use the Freedom Trail:			
<ul style="list-style-type: none"> <li>• What sites they visit, pass by, or plan to visit</li> <li>• How they get around</li> <li>• What they buy along the Trail</li> <li>• Where they are staying in town</li> </ul>			
Get visitor input on prioritizing potential improvements to the Freedom Trail."			
<b>2. Statistical Results<sup>2</sup></b>			
<u>Number of Sites Entered</u>		<u>Visitor Purchasing Behavior</u>	
0-2	31%	Made no Purchase	35%
3-5	31%	Purchased from Shop only	20%
6-8	21%	Purchased from Restaurant only	23%
9-11	9%	Purchased from Shop and Restaurant	22%
13-14	4%		
15 & Over	4%		
<u>Days Spent Doing the Freedom Trail</u>		<u>Where Out-of-Town Visitors Stay</u>	
1 Day	75%	With Friends/Relatives	29%
2 Days	18%	In a Hotel	71%
3 Days	5%		
4 or more Days	2%		
<u>Visitor Characteristics</u>		<u>How People Get Around the Freedom Trail</u>	
Without Children	75%	Walk	75%
With Children	25%	Walk/MBTA	7%
First Time Visitor	70%	Walk/Trolley	6%
Repeat Visitor	30%	Walk/Car	3%
		Walk Only	84%
<u>Group Size</u>		Do Not Walk	25%
Single person	16%	Trolley	38%
Two people	44%	Bus Tour	36%
Three people	14%	Car	26%
Four people	26%		
<u>Origin of Visitors</u>		<u>Proportion of Site Visitors Following The Freedom Trail</u>	
Boston	7%	Boston Common	47%
Massachusetts	6%	Old South Meeting House	90%
New England	6%	Paul Revere House	75%
United States	71%	Old North Church	35%
Foreign	10%	USS Constitution	25%
		Bunker Hill Monument	85%

Table 13 (Cont.)  
1992 Freedom Trail Visitor Survey<sup>1</sup>

### 3. Findings

Visitors use the Freedom Trail in three sections:

- A. Boston Common through Boston Massacre Site
  - B. Faneuil Hall through Copp's Hill Burying Ground
  - C. Charlestown
- Using more sections of the Freedom Trail tends to increase the number of sites a visitor sees in any single section.
  - People who are more interested in the Trail increase the depth and not just the length of their tour.
  - The reason for not entering a site were: not enough time; not interested; admission charge; not sure what it was; line was too long.

1/ Reported in McKinsey & Company, Setting Direction for a New Era, June 1992.  
562 self-administered surveys were given out along the Trail. Forty percent were given at *USS Constitution*.

Source: The Office of Thomas J. Martin, and listed report.

Table 14  
1992 Visitor Use Study At Old South Meeting House<sup>1</sup>

<b>1. Objectives of Study</b>			
"The purpose of the study was to determine how visitors used the exhibit, what elements of the exhibit worked best, and what visitors thought about their experience at Old South Meeting House."			
<b>2. Statistical Results<sup>2</sup></b>			
<u>Demographics of Samples</u>		<u>Percent of Time Spent in Old South Meeting House</u>	
Male	43%	0-5 minutes	0%
Female	57%	6-10 minutes	10%
First Visit	84%	11-15 minutes	16%
Foreign Visitors	21%	16-20 minutes	19%
Adult Only	78%	21-25 minutes	12%
		26-30 minutes	12%
		31-35 minutes	7%
		36-40 minutes	10%
		41-45 minutes	5%
		46-50 minutes	5%
		Over 50 minutes	4%
<b>3. Findings</b>			
<ul style="list-style-type: none"> <li>The differences in age and social group did not seem to have much impact on what visitors <i>did</i> in the exhibits.</li> <li>It appears that most people take less than two minutes to decide whether or not to enter.</li> <li>The two most common reasons cited by visitors for not going into the exhibits were <u>cost</u> and a <u>lack of time</u>.</li> <li>The demographic characteristics of the sample that went into OSMH's exhibit were not different from those who did not choose to enter, with regard to age categories, group sizes, or number of groups with children.</li> <li>In the exhibit as a whole, visitors spent a mean time of 25.6 minutes and a median time of 21 minutes.</li> <li>Significantly more visitors <u>sat</u> in August than in October. Perhaps this is because it is hotter in summer months and more visitors arrive by foot.</li> <li>Visitors in October were significantly older and fewer were in groups with children than in August.</li> <li>The use of the exhibit elements and the amount of time spent is largely the same for the summer and the fall audiences and for groups consisting of adults-only and groups with children.</li> </ul> <p>The variable that seemed to contribute most to the few perceived differences in visitors' perceptions was <u>age</u>. Age -- more than social group, time of year and stated "special interest" -- appeared to influence the level of involvement as indicated by interview comments.</p>			

- 1/ Serrell & Associates, 1992 Visitor Use Survey at Old South Meeting House, November 30, 1992. The survey consisted of two methodologies: (1) interviews with visitors; and (2) unobtrusive observations and tracking. Two samples were evaluated: (1) those who didn't go into the exhibit (62 of 150 observed in lobby of Old South); and (2) those who did go into the exhibit (104 visitors in two different months -- August and October -- were observed and an additional 122 were tracked and interviewed).

Source: The Office of Thomas J. Martin, and listed report.

Table 15

Visitation at Boston Attractions

	1980	1983	1989	1993
Estimated Visitors to Boston <sup>1/</sup>	1.00	1.09	1.49	1.66
Four Leading Attractions <sup>2/</sup>	1.00	1.07	1.52	1.49
Four Freedom Trail Sites <sup>3/</sup>	1.00	.91	.92	.94

1/ Estimated Visitors to Boston: 5,500,000 in 1980; 6,000,000 in 1983; 8,200,000 in 1989; 9,100,000 in 1993.

2/ New England Aquarium, Museum of Science, Museum of Fine Arts, Children's Museum. Total Attendance: 2,833,000 in 1980; 3,037,000 in 1983; 4,303,900 in 1989; 4,220,800 in 1993.

3/ Old South Meeting House, Old State House, Paul Revere House, USS Constitution Museum. Total Attendance: 467,000 in 1980; 426,460 in 1983; 428,360 in 1989; 440,562 in 1993.

Source: The Office of Thomas J. Martin.



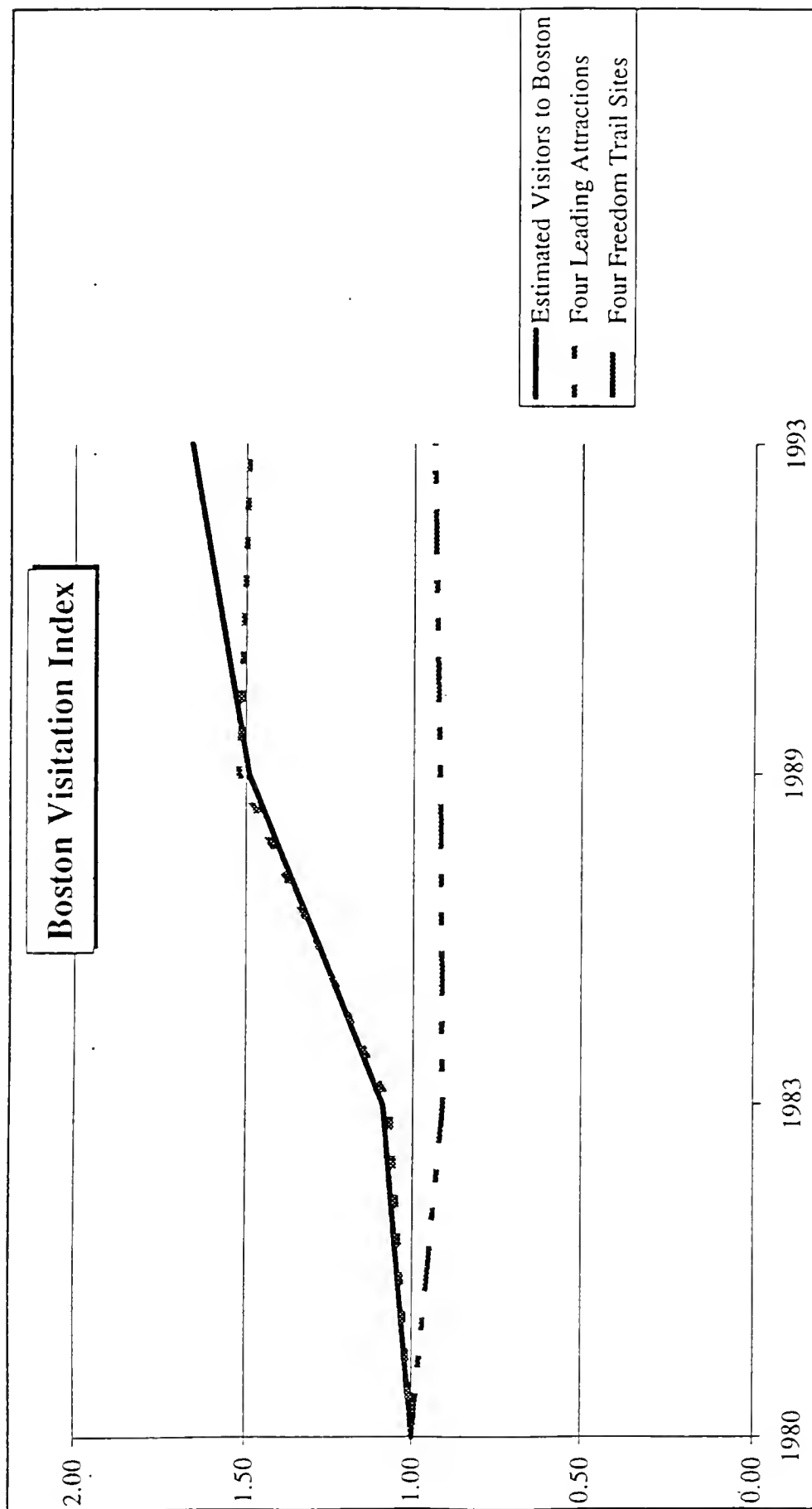
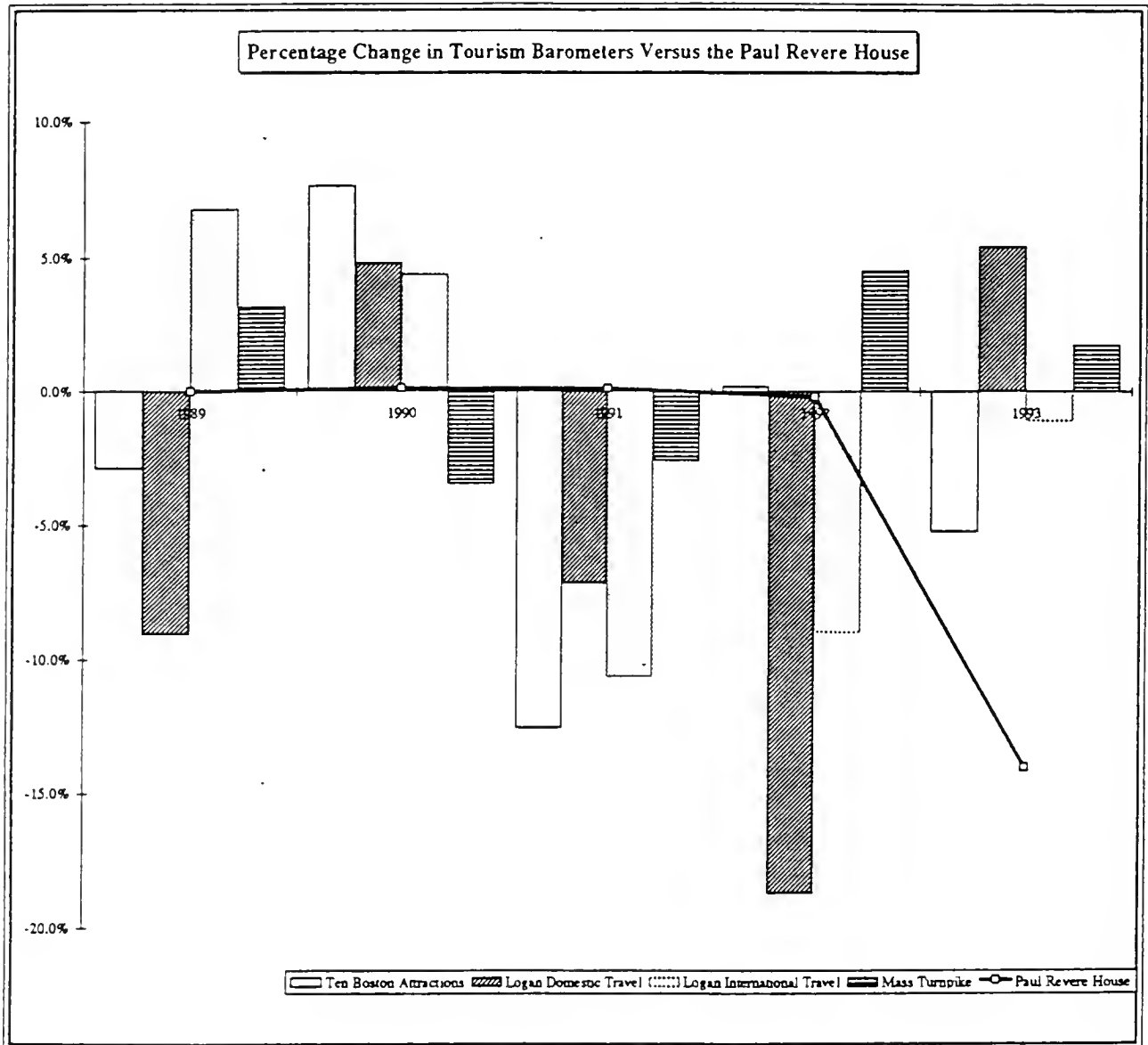


Figure 9



	Percentage change from previous year 1/				
	1989	1990	1991	1992	1993
Paul Revere House	0.0%	0.1%	0.1%	-0.2%	-14.0%
Ten Boston Attractions	-2.9%	7.6%	-12.5%	0.2%	-5.2%
Logan Domestic Travel	-9.1%	4.8%	-7.1%	-18.7%	5.4%
Logan International Travel	6.8%	4.4%	-10.6%	-9.0%	-1.1%
Mass Turnpike	3.1%	-3.5%	-2.6%	4.5%	1.7%

1/ Tourism indicators are for Spring/Summer period.

bostour3.xls

Source: Massachusetts Office of Travel and Tourism and the Office of Thomas J. Martin

**Table 16**  
**Factors Affecting Visitation to the Freedom Trail**

**\* Nature of Visitors (Demographics)**

- Population Aging
- Traditional Family Fading  
(fewer in number today than  
25 years ago)
- 4.6 million immigrants in  
1990-94
- Between 1990-95, 550,000 residents left New England
- Real incomes are falling
- Education levels have been rising
- Decrease in leisure time
- Dramatic increase in foreign visitation

**\* Historic Attractions Visitor Profiles**

**\* Weather**

**\* Pricing/Pricing changes**

**\* Market Differentiation (Product)**

- Types of Attractions
- Changes in Market Share

**\* Major New Local Attractions**

- New England Aquarium
- Events
- JFK Library
- Franklin Park Zoo
- Hancock Observatory
- Children's Museum (downtown)
- NPS/Venues

**\* Alternative Types of Attractions**

- Gaming
- Cruises
- Themed Vacations
- Eco-Tourism

**\* Alternative Destinations**

- Florida
- Alaska
- Hawaii
- International

**\* Growth of Integrated Travel Industry**

- Growth of Travel Agents/Packaging
- Growth of Motor-Coach
- Growth of Convention/Meeting

Source: The Office of Thomas J. Martin.

## **Nature of Visitors (Demographics)**

The nature of travel has changed over the last two decades, with fewer "family vacations" and an increase in the number of shorter trips, but a higher frequency of trips throughout the year. Cultural tourism has also become an important component of travel over the last decade, particularly as the population has aged. This is a particularly attractive market for a city such as Boston. Some of the demographic trends are:

- Population Aging (the first of the baby boomers turn 50 next year)
- Traditional Family Fading (fewer in number today than 25 years ago)
- Education levels have been rising
- 4.6 million immigrants in 1990-94
- Between 1990-95, 550,000 residents left New England
- Real incomes are falling
- Decrease in leisure time
- Dramatic increase in visitors from overseas (foreign visitation has grown from 20 million 1980 to over 45 million in 1993)

## **Historic Attractions Visitor Profiles**

Data in Table 17 shows the attendance at other historic attractions as well as the origin of visitors to the State versus the Paul Revere House. This data suggests that the Freedom Trail (Paul Revere House) sites are more attractive to visitors from a long distance from Boston.

While typically 50 percent of the visitation to the State is from New England, only a small percentage of visitation to the Freedom Trail sites is generated from this key market segment. Data in Table 9 (previous) shows the visitation trends at other historic attractions in the region. Many sites have shown stability or losses in attendance not dissimilar from the Freedom Trail sites.

## **Weather**

Data in Tables 18 and 19 indicates the weather patterns over the last decade in Boston and the relationship between weather and attendance at the Paul Revere House and the New England Aquarium. This shows that some years (1984, 1987, 1993) have been "bad" weather years, with significant cold, heat, rain, and/or snow. Generally, attendance in these years has suffered, while years with overall good weather have shown better attendance.

**Table 17**  
**Origin of Visitors**

	Visitors to State <sup>1</sup>	Visitors to Paul Revere House <sup>2</sup>
Massachusetts	17%	11%
Other New England	32%	2%
Elsewhere in U.S.	51%	80%
Foreign	NA	7%

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<sup>1</sup> USTDC, Profile of Visitors to State, September 1994.

<sup>2</sup> 1988 Visitor Survey, Paul Revere House, Summer, Fall.

Source: The Office of Thomas J. Martin and listed sources.

**Table 18**  
**Boston Weather Conditions**  
**1984-1993**

Year	Number of Days				Total Precip. <sup>1</sup>	Total Snowfall <sup>1</sup>	Number of Times an Indicator is Over Ave. in Year
	Above 90°	Below 32°	Combined Above 90° and Below 32°	Precip. Greater than 1/2"			
1984	18	90	108	50	50.24	44.10	4
1985	4	109	113	28	36.59	27.20	1
1986	4	104	108	43	44.33	20.70	3
1987	9	103	112	44	45.48	52.10	4
1988	25	94	119	31	34.78	39.80	2
1989	7	111	118	36	42.42	22.50	1
1990	10	85	95	43	46.50	29.70	2
1991	27	79	106	36	42.25	23.70	1
1992	2	96	98	32	43.72	26.50	1
1993	20	94	114	43	43.21	85.20	4
Total	126	965	1,091	386	429.52	371.50	
Average	12.6	96.5	109.1	38.6	42.95	37.15	

1/ In inches.

Source: The Office of Thomas J. Martin, and the National Weather Service.

**Table 19**  
**Rank of Years (Last Ten) for Weather Conditions and Attendance**

Worst Weather	Paul Revere House Lowest Attendance	New England Aquarium Lowest Attendance
1984	1984	1984
1987	1993	1985
1993	1985	1986
1986	1987	1987
1988	1988	1991
1990	1989	1993
1985	1986	1989
1992	1992	1990
1991	1990	1992
1989	1991	1988
Best Weather	Highest Attendance	Highest Attendance

Source: The Office of Thomas J. Martin, National Weather Service, and attractions listed.

## **Pricing/Pricing changes**

Changing the admission fee for an attraction typically impacts on visitation levels. Those sites that charge an admission fee have often seen their attendance dip after a price increase. This is a fairly predictable effect, although it does not occur in every case. The dip in attendance relates to the amount of the increase relative to the attractiveness of the visitor experience.

## **Market Differentiation (Product)**

There have been new types of attractions introduced and the relative market share between different types of attractions has changed. The growth of theme parks, for instance, has affected other types of activities. Visitation to theme parks is in excess of 300 million starting from a relatively small base 25 years ago. There are considerably more museums and visitor attractions now than there were 25 years ago. This is true nationally, as well as in Boston and New England.

## **Major New Local Attractions**

There have been many new attractions introduced into the Boston area over the last twenty-five years. These include:

- New England Aquarium
- Children's Museum redevelopment
- JFK Library
- Franklin Park Zoo Pavilion
- Hancock Observatory
- Events (Harborfest)
- NPS/New Venues

## **New Types of Attractions**

There is an increasing proliferation of activities for people's decreasing leisure time:

- Gaming
- Cruises
- Themed Vacations
- Eco-Tourism
- Cultural Tourism

Within the last decade, the cruise market, for instance, has gone from 1.0 million passengers to 5.0 million passengers.

## **New Destinations**



A whole series of alternative destinations have been developed over the last two decades:

- Florida
- Alaska
- Hawaii
- Caribbean
- International Destinations

Visitation to the Caribbean from the U.S. has nearly doubled over the last decade, to 7.0 million visitors, while the number of Americans going to Europe has also doubled, to 8.0 million.

### **Growth of Integrated Travel Industry**

The growth of intermediaries in the travel business has been phenomenal in the last two decades.

- Growth of Travel Agents/Packaging
- Growth of Motor-Coach Tours
- Growth of Convention/Meeting Business

These intermediaries account for much of the advertising in the travel industry and account for increasing numbers of “packaged” trips.

## **7. Issues and Questions**

### **Target Markets**

A key issue in the study will be to identify who our target markets will be for an enhanced Freedom Trail. Each of the various market segments identified will require a somewhat different approach to visitor information and marketing. Luring in more local or regional resident visitors will require an enhanced program and sense of excitement suggesting a visitor center with a blockbuster presentation, a la “Where’s Boston?” which was developed during the Bicentennial. Sponsoring events is another way to engage the resident market segment. For international visitors, on the other hand, multilingual materials will be required. Data in Table 20 shows the markets and some actions to help increase visitation from these market segments.

Table 20

## POTENTIAL VISITOR MARKETS TO THE FREEDOM TRAIL

	Estimated Potential Market Size	Future Potential/Trends	Attractiveness of Freedom Trail	Typical Sources of Information	Actions to Help Increase Visitation
Area Residents Metro Area	3,777,700 <sup>1</sup>	Stable	Low, currently	Friends, local media, firsthand experience.	Sponsored events; Blockbuster Visitor Interpretive Center, parking; create Loop Trail; access to transit - "Freedom Trail Station."
Area Residents School Age Children (under 18) - Metro Area	834,872 <sup>1</sup>	Stable	Moderate	Teachers, friends, parents.	Outreach to teachers; bus parking; Interpretive Center and educational space, like Lowell.
Day Trip - Regional Residents	2,648,000 <sup>2</sup>	Stable	Low	Friends, regional media, Mass Pike Visitor Centers.	Sponsored events; Blockbuster Visitor Interpretive Center, parking; create Loop Trail; access to transit - "Freedom Trail Station."
Regional Residents (Day Trip) School Age Children	529,600	Stable	Moderate	Teachers, friends, parents.	Outreach to teachers; bus parking; Interpretive Center and educational space, like Lowell.
Seniors/Retirees - Area	982,202 <sup>1</sup>	Growing	High	Local media, friends, social clubs.	Bus, van parking; Interpretive Center; ease of access along Trail - trolleys.
Regional Residents (50+) Day Trip	688,480	Growing	High	Friends, local media, social clubs.	Sponsored events; Blockbuster Visitor Interpretive Center, parking; create Loop Trail; access to transit - "Freedom Trail Station."

## POTENTIAL VISITOR MARKETS TO THE FREEDOM TRAIL

	Estimated Potential Market Size	Future Potential/Trends	Attractiveness of Freedom Trail	Typical Sources of Information	Actions to Help Increase Visitation
Overnight Hotel Visitors	4,513,000 <sup>2</sup>	Stable	Moderate	Visitor Centers, hotel concierges, friends, guide books, closed circuit hotel info systems.	Information in hotel rooms/videos/Interpretive Centers/guided tours.
Visiting Friends/Relatives in Metro Area	1,938,000 <sup>2</sup>	Stable	High	Family and friends, local media, brochures.	Sponsored events; Blockbuster Visitor Interpretive Center, parking; create Loop Trail; access to transit - "Freedom Trail Station."
Event Attendees	5,960,300 <sup>3</sup>	Growing	Low	Local media, friends.	Freedom Trail events -- will be hard to increase visitation if not tied to Freedom Trail.
College Students/Visitors/Parents	500,000+	Growing	Moderate	Guide books, friends, relatives, Visitor Centers, brochures.	Sponsored events; Blockbuster Visitor Interpretive Center, parking; create Loop Trail; access to transit - "Freedom Trail Station," and guided tours.
Tourists	2,821,000 <sup>2</sup>	Growing	High	Visitor Centers, Guide books, brochures.	Blockbuster Visitor Interpretive Center, parking; access to transit - "Freedom Trail Station."
Convention/Corporate Meeting Attendees	2,366,000 <sup>2</sup>	Growing	Moderate	CVB packaged material, guide books, brochures	Space for sponsored events -- Visitor/Interpretive Center.

Table 20 (Cont.)

## POTENTIAL VISITOR MARKETS TO THE FREEDOM TRAIL

	Estimated Potential Market Size	Future Potential/Trends	Attractiveness of Freedom Trail	Typical Sources of Information	Actions to Help Increase Visitation
Business Travelers	3,640,000 <sup>2</sup>	Stable	Low	Local business associates, guide books, brochures.	One-stop Visitor/Interpretive Center -- increase interest for future visits.
Tour Bus - Motor Coach	400,000 <sup>4</sup>	Growing	High	Pre-arranged trips - through packages.	Visitor/Interpretive Center.
Pass-through Travelers	Estimated at 2,000,000+	Stable	Low	Highway Visitor Centers, guide books, brochures.	Visitor/Interpretive Center, for one-stop shopping.
International Tourists/Canada	491,000 <sup>5</sup>	Stable, varies depending upon exchange rates.	Moderate	Visitor Centers, guide books, brochures.	Sponsored events; Blockbuster Visitor Interpretive Center, parking; create Loop Trail; access to transit - "Freedom Trail Station."
International Tourists/Overseas	646,855 <sup>2</sup>	Growing	Moderate	Guide books, maps, brochures, Visitor Centers.	Sponsored events; Blockbuster Visitor Interpretive Center, create Loop Trail; access to transit - "Freedom Trail Station," multi-lingual guides.

<sup>1</sup> *Sales and Marketing Management*, 1994.

<sup>2</sup> Convention & Visitors Bureau estimate.

<sup>3</sup> *Book of Lists*, 1991 figures.

<sup>4</sup> Based on national surveys by National Tour Association.

<sup>5</sup> 1993 for state of Massachusetts. Also an additional estimated 21,000 visitors from Mexico.

Source: The Office of Thomas J. Martin.

## **Weather**

Weather conditions can be a key variable in visitation to the Freedom Trail and Freedom Trail sites. The Freedom Trail is an "outdoor" experience with some indoor attractions, much like a theme park. The potential visitor will be less likely to walk the Freedom Trail in a downpour of rain, on a cold blustery day, or when it is dry and very hot. They may, however, take a trolley tour or try to visit one or two sites. Ways to deal with the "weather" factor will need to be found in order to increase attendance and overcome this factor. One way to deal with the weather would be to have a multi-use visitor interpretive center with scheduled trolley tours of the Freedom Trail, with scheduled stops.

## **Visitor Time Budget**

Many visitors have restrictive time budgets. Visitors who are unfamiliar with the Freedom Trail and Boston may give up and become frustrated if they cannot plan for a visit with some sense that they know how long things will take, how far it is from one site to another, and how many sites there are on the Trail. Some large airports, for instance, are beginning to add "time" on their information signs; i.e., "if you are here, it takes 15 minutes to walk to 'A' concourse, 6 minutes to a restaurant" etc. In order to increase visitation to sites and for the Freedom Trail, this factor will need to be addressed.

## **Revenue Needs**

Most of the attractions on the Freedom Trail need to maintain a revenue stream to support their operations. To this degree, there is a factor of competition between sites for as many "gate" visitors as possible. Some sites have admission fees, while others have indirect sources of income, such as gift shops. In either case, any strategy to increase visitation must take into account these needs. In dealing with multi-site venues, a number of ideas come to mind -- such as "joint ticketing;" an annual "passport" approach; membership strategies; jointly promoting a new venue such as a "blockbuster" show, and sharing revenues for this; program and event hosting space; joint product marketing, a la Old Sturbridge Village and Williamsburg. Strategies to increase visitation must also (and possibly more importantly) increase revenues.

## **Seasonality of Visitation**

Visitation to most Freedom Trail sites is highly seasonal. This is due to the type of visitors and the outdoor nature of the Freedom Trail sites. Efforts to increase visitation need to focus on those market segments that could visit in the shoulder seasons: residents, school groups, conventioners, motorcoach tours, etc.

## **Potential Capacity Constraints**

Due to the nature of some of the attractions, there are undoubtedly capacity constraints in the system. These relate to the attractions which are generally small, but may also relate to sections of the Trail where pedestrian density is very high. These will need to be addressed in the planning effort.

## Visitor Information Needs

Visitor information needs are complex. This will need to be integrated into the overall planning process. In reviewing information program components, it is desirable to sort out the relevant factors which go into the trip decision process and the visitor search for information. The following section of this memo reviews the following items:

- The trip decision process;
- The market segments for information;
- Traveler information needs; and
- Traveler information sources.

## *Trip Decision Process*

Information seeking patterns relevant to particular trip decisions depend primarily upon the level and extent of applicable prior knowledge or experience. Where prior knowledge is great, information seeking is relatively limited. Conversely, for new experiences, there may be relatively extensive searches for information. This pattern reflects a travel behavior learning process important to designing and evaluating potential roles of information (and interpretive) system components and the role that a Visitor Center may play in that process.

In attempting to model the visitor decision process, three basic types of behavior must be described. These relate to the number of experiences an individual has had with a particular area or region. The first type of behavior, Extensive Problem Solving, is in the early stages of the learning process and is characterized by a relatively extensive search for tourist area information and a clarification of alternative routes/transportation modes. In this sense, it is represented by a greater amount of thinking about the trip, a relatively high latency of response (i.e., more time between the initial thought of the trip and making the decision), and by greater numbers of factors influencing the decision.

In the second type of behavior, Limited Problem Solving, information gathering is more limited, and generally consists only of considering new alternatives that have been brought to the users' attention. At this stage, the user is not searching for alternatives, however, and is more probable of repeating a previous trip, does less thinking about the trip, and acts in a shorter time frame.

The final decision process phase, Automatic Response Behavior, is where actions are more or less automatic responses to some sort of external stimulus to take a trip. In this stage, there is no real consideration of alternatives, trips may be "spur of the moment," and actions are probably similar to those taken many times before. The weekend trip to an attraction or recreation area triggered by a nice day is typical of this type of decision process.

To put these concepts in perspective, a few analogies are appropriate with respect to deciding on a tourist area. The following continuum is representative.

Decision Process	Analogy
Phase 1: Extensive Problem Solving	<b>Trip to Entirely New Tourist Area:</b> Visitors generally don't know what to expect in terms of facilities, activities, climate, and so

	forth. Analogies would generally be long distance trips away from home area (or any first visit to the region).
Phase 2: Limited Problem Solving	<b>Visited General Area Before:</b> Tourists know somewhat what to expect but may need specifics on location of facilities and special characteristics. An analogy might be trips to other states within a region or other attractions within a state.
Phase 3: Automatic Response Behavior	<b>Visited Specific Site Before:</b> Little information is required except for describing special events or new developments. Dissemination would generally have to be en route or on-site. Analogies are repeat trips to resorts and other area sites.

Within this framework, several basic concepts impact the decision-making process. These include, first, a measure of individual drives or needs (state of goals) as derived from physical, economic, and social/cultural considerations. These may relate to the type of recreation a person desires, family budget, group participation factors, and so forth.

The second concept, cues, determines when a person begins to decide to take a trip and provides the mechanism for influencing the decision process. In this regard, there are triggering and non-triggering cues. The triggering cue "kicks off" the decision process and may be represented by a large number of possible factors such as promotion of a region or site in a newspaper or magazine article, waking up to a nice day, deciding to visit relatives, being told about recreation areas by a friend, and so forth. The non-triggering cues are of two kinds: information and alternatives. These cues again may refer to advertising or articles, brochures, handouts, conversations, and so forth. Alternative cues relate to the set of tourist opportunities available and include whether desired activities are available, the quality of activity as measured against meeting the individual's needs, and the cost of the alternative.

The decision process then is kicked off by the triggering cue. In the case of a first-time visit to a tourist area, the individual will seek to clarify the available alternatives (Search for Clarification of Alternatives). The amount of effort spent in clarifying the decision is determined by the Classification of the Trip Decision. In this sense, the more important the decision (Is it the Annual Vacation?), the amount of time available (next week-end rather than today), and the difficulty of the evaluation (Is this like anything I've done before?) are directly related to the amount of effort. The actual clarification process consists of information seeking from personal and impersonal sources. Personal sources include friends and neighbors, community or peer group leaders, travel agents, visitor center personnel, and all other "face to face" or telephone conversations. Personal sources of information are generally significantly more important than impersonal sources in that they permit feedback of ideas, greater resolution of concerns, and dissemination of directly relevant materials.

Impersonal information sources include such elements as newspapers and magazine articles, mass media, direct mail, handouts and brochures, billboards, short range radios and so forth. These information sources may also serve as triggering cues, but are usually insufficient to initiate action without some sort of personal confirmation. Exceptions to this rule can occur when an individual has learned to "trust" one of these impersonal sources of information. For example, government

publications and popular guidebooks typically receive high ratings of credibility while travel advertisements and commercial folders are often viewed with skepticism. The cachet of the attraction may also be critical (it is a national park, for instance).

The information seeking process is finally modified by the individual's own perceptual bias through which the user interprets the information received. This is then evaluated in terms of any predisposition toward the tourist area and finally a trip choice is made. After the trip, the user evaluates the experience as to whether it met his/her needs. This resets the perceptual bias through which future trip decisions will be evaluated.

The above discussion briefly describes extensive problem solving, the most complex of the decision processes. In the second category of the decision process, Limited Problem Solving, there is significantly less information seeking, and the potential user is more concerned with technical details about the alternatives which are perceived to be available. Such details include the availability of services (Is there parking available? Where? Do I have to have a reservation for a camp-site?), quality of service (speed and congestion of access route, crowdedness of area, weather, and so forth), and price (entrance fees, accommodations, total package). Upon determining the alternatives available, they are evaluated via the perceptual bias and predisposition framework outlined above.

In the simplest decision process, that of Automatic Response Behavior, the individual makes the decision almost instantaneously upon receiving the triggering cue. Typically, this represents repeated behavior, and may include the "traditional Sunday drive to the park" or repeated visits to a particular site. The important point is that in this stage the individual does not think to consider alternatives unless they are brought to his/her attention via non-traditional information programs.

### ***Market Segmentation***

Significant market segmentation is reflected in terms of tourist information gathering patterns. From a design standpoint, the concept of market segmentation enables information programs to be structured to meet the needs of identifiable groups. To this extent, proposed systems can be analyzed and evaluated in terms of what market they are attempting to serve and whether sub-elements within a system can be modified to meet particular market needs.

It is useful to identify the major markets for tourist/traveler information as follows:

#### **By Sector Type:**

- Tourist and Travel Trade (airlines, tour packages, hotel, camping, visitor center personnel);
- Consumers/Travelers -- outside of the region (pre-planned, impulse);
- Consumers/Travelers -- resident of the region (pre-planned, impulse).
- Trip Sequence:
  - Pre-trip;
  - En-route;
  - At destination point.

As described in the following text, each of these market segments have different information sources and needs, and are of varying sizes and magnitudes.



### ***Traveler Information Needs***

Considering the information needs by type of trip, prior research into tourism travel has shown that time and distance requirements are principal factors in determining the amount of effort an individual will expend to gather information and clarify alternatives. Other things being equal, information gathering is significantly more extensive for trips over two hours (100 miles or more) than for shorter day trips (less than 100 miles). By stage of trip, the various information programs can be identified as relating to trip planning, en route, and at destination purposes.

The basic types of tourist information needs by trip sequence are as follows:

<b>Pre-Trip</b>	<b>En Route</b>	<b>At Destination Point</b>
General Conditions	General Conditions	General Conditions
Attractions/Events	Attractions/Events	Attractions/Events
Accommodations	Accommodations	Accommodations
Routing Information	Routing Information	Routing Information
Sources of Information	Sources of Information	Sources of Information
	Service Facilities Location (gas, etc.)	Services Facilities Location
	Travel Information (weather, congestion)	Travel Information
	Credit Card Information	Credit Card Information
	Emergency Aid (medical)	Emergency Aid (medical)
		Hours of Operation/ Attractions
		Entrance Fees/Attractions
		Public Transportation Availability
		Calendar of Events (detailed)
		Language Assistance
		Congestion/Waiting Time

There is little hard empirical data on the nature of information needs, but discussions with personnel at visitor centers indicates that for the en route traveler, the most often asked questions relate to directions and requests for maps. Many of those asking for directions do not have a destination in mind, and consequently the visitor center also often acts as a tour planning resource with visitor center personnel suggesting things to do in the community.

### ***Traveler Information Sources***

Overall, the most common means of learning about tourist opportunities is through friends/word of mouth, followed by maps, handouts/brochures, magazines, and newspapers. For long distance travel, travel agents also become an important information source as do oil company/auto club trip planning services.

Shown throughout the experience with visitor information is the strong reference to personal information sources as the most promising method of influencing tourist behavior. Impersonal sources may trigger some awareness of alternatives, but generally are insufficient to change trip patterns. Typical examples of relevant personal and impersonal sources of information are listed below:

<b>Personal Sources</b>	<b>Impersonal Sources</b>
Experience of Personal Contacts (friends and neighbors)	Media (radio and TV)
Visitor Centers	Newspapers
Personal Inquiry Systems (WATS lines)	Magazines
	Maps, Atlases

Local Community Personnel (gas station attendants, waitresses, etc.)	Brochures/Handouts
Internet	Direct Mail
	Highway Signing/Billboards
	Internet
	Telephone Book
	Posters

### ***Outlets Offering Direct Personal Contact***

This category includes manned facilities where specific questions can be asked and addressed on a person-to-person basis. Such activities include "walk-in" visitor information centers, booths, and counters as well as staffed tourist information telephone lines.

**"Walk-in" Facilities** - This category includes all staffed facilities where face-to-face contact with the tourist is possible. The major advantage of this type of facility vis-à-vis telephone centers is the introduction of the visual element (i.e., the tourist can see first-hand as well as hear all types of tourist information and messages). Maps, brochures, and other literature can be given out immediately and the visitor is exposed to a maximum amount of information in this literature and on displays without unnecessarily tying up staff time. These facilities primarily provide information en route to or on arrival at tourist destinations and as such, are typically located at major gateways to areas, along principal travel corridors and at tourist destinations. These "Walk-in" facilities fall into two general types:

- **Educational/Interpretive Visitor Centers** - With cultural, historical, and/or natural science exhibits as a primary component and a secondary role of providing general information services.
- **Visitor Information Centers and Booths** - This broad category of "walk-in" facilities emphasizes the public service aspect and dispenses information that the visitor might need during his travel and on arrival at his various destinations. Types of information given out include directional guidance, trip planning, situation reports, suggestions of places to visit, possibly assistance in finding accommodations either through a "quasi-reservations" system where rooms are found for the inquiring tourist and reserved until specified time or simply an accommodations referral system where the tourist is referred to a published accommodations guide. The main elements of successful operations of this type facility are an informed staff and map and brochure dispensing components.

### ***Visitor Center Configurations***

Information in Table 21 describes the various visitor center functions and potential configurations. These can be considered as additive.

The relative sizing of the facilities will depend upon a number of factors.

The Visitor Center in Charleston, South Carolina is an interesting prototype project. Revenue to offset operations is derived from the gift shop and the theater presentation. Orientation and exhibits are blended into one visitor experience. Interpretation and detailed presentation are left to be discovered in the City and region. All elements are planned for the visitor's clear orientation. The major components of the project are:

- Local crafts welcome visitors at an indoor/outdoor entrance area;
- A large model of the peninsula is combined with historic views of the city;
- A store selling books, maps, etc.
- A two-minute video wall exhibit presents a sense of Charleston's diverse activities;
- Visitor services - vending machines, restrooms;
- A visitor planning area -- visitors may stop and leisurely plan their visit, including booking tours, hotels, other services;
- A theater/film presentation of Charleston;
- Interactive trip planning kiosks;
- A transportation terminal for tour buses, also for intercity trolley tours;
- A parking garage for visitors to leave their cars.

The project basically supports its operations through retail sales and a modest fee on the theater presentation.

Another example is the Visitor Center at Colonial Williamsburg. This visitor center serves many purposes, including ticketing for the various venues within Williamsburg, and shows a high-volume layout. Another example is located in Newport, Rhode Island. The Newport facility opened about five years ago, and is operated by the CVB. Revenue source for the operations is primarily bed tax. Other characteristics:

- Uses include terminal area for commercial intercity buses, local buses, motor coach buses, tour buses. Also auto rental tenants and local tour groups selling tickets. Can also buy tickets to attractions.

**Table 21**  
**Alternative Visitor Center Functions and Configurations**

<b>Functions</b>	<b>Facilities</b>	<b>Other Considerations</b>
Basic Visitor Information	* Brochures	Can be manned or unmanned; can be a very small facility.
Basic Visitor Services	* Toilets * Telephones * Reservation systems	Manned facility.
Visitor Orientation	* Film or other entertainment * Changing exhibits * Bookstore/retail sales * Food services	Focus on total attractions in area - keyed into other attractions but serving them.
Visitor Attraction/ Interpretive Center	* Themed attraction/ interpretive content	This is generally where there is not another major attraction in the area. Availability of information secondary to major attractions.
Community Resource Center Component	* Basic visitor services and orientation plus community rooms/auditorium	Developed particularly with "Heritage" type attractions. Use by Chamber, Civic clubs, etc.
Transportation Center Component	* Centralized parking area, garage * Bus terminal	Developed in particularly congested tourism areas, such as Newport, RI and Charleston, SC.

Source: The Office of Thomas J. Martin.

- Short film (7 minutes) on attractions and very large aerial oblique showing locations of attractions, etc.
- Public parking both in garage and in at-grade lot.
- Hotel reservation phone bank also (similar to what you see at airports).
- Total project probably takes up 5-10 acres.

## **Marketing Materials**

The current marketing materials for the Freedom Trail and the Freedom Trail sites are not consistent and are of variable quality. Some material for individual attractions is of high quality, both in terms of content and presentation, while other material is of low quality. In reviewing the material to which the typical visitor is exposed, there is little consistency even in where the Trail is located. The trolley/bus tours typically feature the "Freedom Trail" in their advertising, but the routes often barely touch the Freedom Trail. We know from prior research that "maps" are the single most important resource for visitors, yet the visitor is exposed to at least a dozen maps of the Freedom Trail, each showing different things. (Note: The NPS Boston Official Map and Guide is excellent, but not as widely available.) Given the typical visitor's limited time budget, the materials available are often more confusing than helpful, and it is hard for the visitor to know when they have "completed" the Freedom Trail.

## **Actions to Increase Market**

The following are ideas to help create increased market support for the Freedom Trail and the Freedom Trail sites.

- Create a blockbuster Interpretive Visitor Center that includes a showcase gallery for individual sites. Develop a "Where's Boston?" type of show, and use the Interpretive Center to feed visitors to the sites. Include retail sales and share revenues among the sites.
- Create true Freedom Trail transportation/conveyance links through the use of trolleys/boat links.
- Create the reality of a "Loop Trail" that allows visitors to return to a starting point.

- Create a “passport” that allows access to the sites with an appropriate “stamp” to be added to the passport, to indicate completion of the Trail -- the passport is good for one year -- costs, say, \$25, and after completion qualifies the holder for some reward. Revenue to be shared among the sites.
- Create convenient parking for autos, vans and buses.
- Create access from the transit system via a “Freedom Trail Station” set of markers.
- Enhance the Trail with better way-finding markings, sense of time to the next site, etc.

## **8. Approach for Primary Visitor Surveys**

### **Research Objectives**

The overall goal for this research effort is to provide background and insights concerning the market to help in the planning process. In so doing, we will address a number of objectives:

- To profile the current visitors to the Freedom Trail;
- To contrast that profile with one of those visitors and residents who are in the vicinity of the Trail, but not walking on it (non-visitors);
- To determine how visitors use the Freedom Trail;
- To explore why those non-visitors in the area do not avail themselves of the opportunity to walk on the Freedom Trail; and
- To provide a framework for estimating the number of visitors who actually walk on the Freedom Trail and visit sites during the course of the year.

Essentially, our goal is to provide information in sufficient depth and detail to help the planning group determine the direction which future development of the Freedom Trail should take.

## **Areas of Investigation**

To address these objectives, we believe we will need to gather from visitors and non-visitors a wide variety of information. The topics listed below should be regarded as illustrative rather than exhaustive.

### **A. Profiles**

- What are the demographic characteristics of the visitors? How do they differ from non-visitors in terms of age? Living situation? Level of affluence? Educational status? Stage in life cycle? Geographic origin?
- What type of trip are they taking to Boston? Are they on a vacation or a short pleasure trip? On a business trip? Attending a convention? Visiting friends and relatives? Visiting students at area colleges or universities? On a day trip from the suburbs? From elsewhere in the city?
- What is the character of the travel party? How many people? How many have children under 12 with them?
- How long will they stay in Boston? Where are they staying overnight?

### **B. Usage of the Resource**

- How do visitors use the Freedom Trail? Where do they begin? At what time of day? How do they get to their starting point?
- Which sites did they enter? How did they decide to visit some sites and not others? What role is played by the admissions prices charged at various sites?
- What proportion of visitors take the boat transportation? What proportion take one of the trolley tours?

### **C. Evaluation of the Resource**

- How do visitors enjoy their experience? Do they feel they have learned anything? Stepped back in time? How likely are they to recommend the Trail to friends planning to visit Boston? How likely are they to say they will return themselves?
- How satisfied are visitors with the maps and guidebooks available for the area? Do they feel they understand how to see the Trail? Is anything missing?



- Why do non-visitors say they are not walking the Freedom Trail? Is it lack of knowledge or awareness? Lack of interest in history? Or 17th and 18th century history? How many are aware some of the sites charge admission? Has that affected their interest in the Trail? Have they walked the Freedom Trail before, so see little new to view? Do they feel the Trail is too long and arduous to walk? Too dangerous to walk?

Our findings on these issues should permit us to provide reliable guidance to the planning team and the National Park Service concerning the current users of the Freedom Trail.

## **Research Method**

We believe that the study should be conducted over the course of a year to ensure that we have representation during all four seasons. We will, however, conduct our qualitative hypothesis-generating research during the early spring.

We will seek cooperation from the sites along the trail in passing out and collecting questionnaires from those visiting sites. This method saves significantly in costs and has worked effectively in many locations across the country. It is important for site managers, however, to commit to having the visitors complete the questionnaires on site. For some that may mean finding a place where visitors can sit and complete the questionnaire comfortably before moving on. Only one will be given to each travel party, beginning at a specified time and day and continuing until all are completed for each season at each site. With six sites participating, we can reach our goal of 300 visitors per season by asking each site to pass out and collect 50 questionnaires per season. If more sites participate, we can adjust the quotas for each to a lower number.

In addition, we will send interviewers two days a season to identify those in Faneuil Hall market who are not already taking the Freedom Trail. These will be our non-visitors -- those who are in the area, but are not taking the Freedom Trail. We would screen those people to ensure that our non-visitors are not those who visit the area routinely as part of the regular work schedule or with frequency as a shopping or recreation area. In addition, should the qualitative work suggest that people staying in hotels in the Copley Square area do not visit the Freedom Trail because they feel getting to the Trail is a problem, we may send the interviewer to those hotels for a day of interviewing per season.

Our goal will be to have 1,200 interviews with visitors to the Freedom Trail and 400 with non-visitors in one year.

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**THE FREEDOM TRAIL STUDY:  
INTERPRETATION AND ITS USES**

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*“There is...a politics to place construction ranging...across material, representational and symbolic activities which find their hallmark in the way individuals invest in places and thereby empower themselves collectively by virtue of that investment.”*

*David Harvey, From Space to Place and Back Again*

## I. INTRODUCTION

In order to understand recommendations for interpretation actions, it is necessary to grasp the basic assumptions that underlie such thoughts. With an ambiguous term such as *interpretation*, opportunities for misunderstanding and confusion abound. The word fairly quivers with multiplicity and contradiction when applied to the design and experience of space. Although an essential element in many endeavors, the meaning of *interpretation* varies considerably between the realms of academia, art, institutions, commerce and design. This constantly-shifting kaleidoscope of meaning colors all discussion of interpretation efforts; therefore, it seems appropriate to explore the basic conceptual framework on which this report is based. This requires an explication of what the term *interpretation* signifies in the context of the particular problem under consideration, namely: the refurbishing and upgrading of a public pedestrian space within the city so that this “trail” provides a continually successful attraction and experience for people, both residents and visitors.

### A. What Makes a Successful Public Space?

The creation and manipulation of public spaces often constitute defining moments in a community’s life since such actions indicate how a community chooses to present itself or, as the case may be, how those in positions of power and influence chose to present the community. Such presentation illuminates the community’s own perception and understanding of itself as well as its stance concerning “strangers and visitors”, those whose experience of the community is new and/or limited.

Since cities are temporal as well as spatial experience, it is interesting to consider public spaces that, over an extended period of time, function as vital and successful city elements in the minds of both residents and visitors. Asking a few well-traveled persons to name some “good public spaces and walks”, answers were quickly offered and predictable: Venice’s Piazza San Marco, London’s Trafalgar Square, Paris’s Rive Gauche, Hangzhou’s West Lake Shore, the streets of Nara, Japan, Siena’s Piazzo del Campo. Such public spaces as these (and others that could easily be listed) seem to have certain characteristics in common:

1. Physical appeal. While sensory appeal and satisfaction is the single most important element, it is usually the least discussed. In his book, The Invisible Dragon, art critic Dave Hickey states that, “In images....beauty [is] the agency that cause[s] visual pleasure in the beholder, and any theory of images that was not grounded in the pleasure of the beholder begs the question of their efficacy and

dooms itself to inconsequence. That is why I direct your attention to the language of visual affect -- *to the rhetoric of how things look*, to the iconography of desire -- in a word, to beauty." (italics added)

The visual and kinesthetic appeal of a public space is the "bottom line", the essential qualification for urban space to endure as an attracting and desirable experience for both residents and visitors. As Hickey notes, "Beauty Sells". In terms of public spaces, beauty continues to sell when the effectiveness of other important considerations such as topicality, economic cost/benefit, maintenance efficiency, facilitation of activity, etc. have been reduced by time's relentless progression. The successful spaces named have seen changes in economies, industries, governments, activities, maintenance, technology, cultural and social orders. Yet at the end of the 20th century they continue to speak to residents and visitors alike, to capture human allegiance and advocacy. Such sensual affect extends well beyond issues of "taste" and aesthetic theory to the more universal realm of human neural response which -- in spite of undoubted intellectual, cultural and social conditioning -- displays a common avidity for experiencing compositions of light, color, texture, rhythm, movement, sound, space, line, shape. With this in mind, a rule of thumb for good interpretation might be **whatever issues the public space intends to advance must be expressed/conveyed in images worth experiencing and admiring.**

2. Comprehension and complexity. To be successful, a space must be seen as a whole that is more than the sum of its parts, yet it must possess a variety of interacting functions. A successful public space provides a consistent quality while at the same time offering choices. As Rudolph Arnheim noted in The Power Of The Center, one must be aware of being in the space and in relationship to all other parts of that space no matter how one enters or moves through it. Such a place is capable of being comprehended as a whole, but also able to be understood in its parts and in terms of the possible combinations and interactions of parts.

A good public space must provide comprehension and reliability, while offering the possibility of variety and surprise. People should desire to experience that space not just once but again and again, sensing that there is sustained quality along with immediate variety. A time-tested successful public space is complex, possessing moods and embracing a range of interests. It is able to absorb the changes of time, whether these be changes of seasons and weather or of centuries and fortune.

3. Image and definition. Any successful public space is seen as projecting the image of place for those who live there as well as for visitors. Unless an urban space is recognized as having value, importance and use in the life of the community, it may prove more difficult to achieve real and enduring stature with visitors. Physical reality defines communities to residents as well as visitors. Any city that has successfully "changed its image" (such as Baltimore or San Antonio) only did so by altering its physical space. This space became part of the residents' understanding of their community as well as offering a community image to visitors.



## B. What Role does Interpretation Play in Public Spaces?

Public spaces lacking interpretative devices do not seem to exist, since the human mind seems to both create and demand coded meaning. To understand the role of interpretation requires examination of the concept.

1. Interpretation defined. Interpretation may be defined as *the expression of a concept in order to increase understanding or establish meaning*. Through interpretation, something that might be overlooked or forgotten, something veiled or hidden is brought out, revealed, made evident. Interpretation is often employed to place an object or experience in context, to locate it within a larger conception. In other words, interpretation exists to enhance the meaning of human experience. This is why interpretative icons appear in public spaces no matter where they are located nor the time of their creation.

Since interpretation is based on human conceptions and expressions, its nature is communicative and subjective. (These particular characteristics prompted French Essayist Montaigne to observe, "It is more of a job to interpret the interpretations than to interpret the things.") Unfortunately, interpretation is sometimes advanced as a means of instruction, a way to control human thought by establishing what should be thought about and how one should think about it. This shallow and simplistic approach misses the point. Good interpretation stimulates the participant to think his/her own thoughts, both in the moment and, hopefully, in the future. Not only is this ethical, more democratic and fair, it is also more in keeping with the nature of how human learning occurs through kinesthetic experience, a process which involves both implicit and explicit learning.

Interpretation in design brings us immediately to the problem of "language". Dave Hickey has stated the problem succinctly:

"When we *see*, I would suggest, we are encoding the world involuntarily, mapping the raw optical information that we receive and sorting it out, imposing a positive visual order on this information that is essentially mute and dumb. When we *look*, however, we name these bundles of information and capture them in the looking glass of language, in which, emulating the Lady of Shalott, we usually view the world in an historicized reflection. In that negative reflection, these 'named' images of what positively is float unsteadily with the ghost of their own negation, and with the ghostly presence of those "named" images that we expected or wished to see --on this occasion, in this place."

This affinity for the language process accounts for the impulse to jump into interpretation from the standpoint of language rather than from the vantage of sensory experience. It is quite different to say that visual/kinesthetic experience leads us to language than to say that language should guide the visual/kinesthetic experience.

Public space interpretation, to be successful, must work at all levels: seeing, looking, naming, placing, connecting. It accomplishes this task by creating iconic forms and employing symbols, preferably symbols that transcend one code. In

urban design, interpretation can encompass the entire range of design efforts and make use of an infinite variety of symbols.

One might say the creation of a spatial environment is itself an interpretative act, that the intentions and conceptions of the creators will be decipherable, perhaps in a more conscious way to those who study the created product and in a less conscious way to those who simply use or encounter it. A park space intended to express the belief that contact with nature is essential to human life will be differently perceived by both casual users and students of park design than a park where pursuit of organized sport is the dominant design concept. A walk intended to move people quickly from one venue to another will be perceived differently than one meant to establish a relationship between those who walked in this space in the past and those who will walk here in the future.

While acknowledging the reality of this larger view of interpretation, this report is primarily concerned with deliberative interpretative acts within the space itself: *elements created and placed as a part of the spatial composition in order to foster imagination, memory, understanding, empowerment, inclusion, meaning.*

2. The public uses of interpretation. Interpretative expression in public spaces is rooted in the basic Greek concept of the *polis* expressed by Hannah Arendt as the "estimate of what makes it worthwhile for men to live together (*syzen*) namely, the 'sharing of words and deeds'."

Arendt sees the *polis* as having a twofold function: (1) "to multiply the chances for everybody to distinguish himself, to show in deed and word who he was in his unique distinctiveness" and (2) "to offer a remedy for the futility of action and speech, for the chances that a deserving fame would not be forgotten, that it actually would become immortal."

From the beginning of human time, the importance of remembrance is interwoven in an understanding of the public realm and extends from cave paintings to the creation of public spaces. Arendt notes, "...without the enduring permanence of a human artifact, there cannot 'be any remembrance of things that are to come with those that shall come after'."

Democratic society is based on "sharing words and deeds" over time. Interpretive artifacts are part of that sharing and remembrance, that celebration of the ephemeral and communication of its existence across generations. Thus a public space employs interpretative artifacts to facilitate and encourage *sharing, remembering, celebrating.*

a. Sharing. *Sharing implies communication, the sending and receiving of meaningful information.* Sharing empowers all participants equally. This essential democratic function requires two things: a common vocabulary of symbols and agreement upon their meanings.

*Common recognition of symbols.* For example, Mexico City's subway could not rely upon names to mark stations since the nation has multiple languages and a high rate of illiteracy which weakens the communicative

strength of word symbols. A system of graphic symbols was necessary, each icon representing a place in the city.

*Common understanding of the symbol's meaning.* In addition to symbol recognition, common understanding of the symbol's meaning is important. Currently, the state of Georgia is suffering turmoil over the fact that the Confederate symbol appearing in their state flag has different meanings for different citizens.

b. Remembering. *Interpretative artifacts are mnemonic devices, ways for actions and thought to be shared across time*, a chance for human deeds and speech to become part of and inform the democratic experience. The role of memory in the public realm is complicated, just as it is in individual mental functioning. (It is interesting to note that Dr. Oliver Sacks' neurological studies have led him to believe memory is closer to imagination than to replication.)

The spirit of a democratic people, according to Hellenic theory, seemed to require a kind of organized memory to assure the mortal actor that his passing existence will be sustained before an audience of fellow men. This recording of actions and thoughts was deemed necessary by the Greeks for purposes of education and establishing of the *polis*. As Thucydides deemed it, "...knowledge of the past as an aid to the interpretation of the future." Mnemonic devices (or techniques for fixing subjects in memory) were a part of western civilization from the time of the Greeks. The strength of visual/spatial artifacts for this purpose is illustrated by the Renaissance concept of memory training through the use of "memory palaces" (or the ordering of things by means of visualizing an imagined spatial system.)

Until the rise of the printing press and literacy, visual/spatial interpretation was the dominant means of public communication. Such interpretative artifacts function to this day, as was recently shown by a touching *New York Times* photograph on the 50th anniversary day of World War II D-Day invasions. President Clinton and other heads of state were pictured reaching up toward a wall that was also a bench. Carved into this bench/wall were words and a bas-relief of a soldier. Alongside the representatives of political power was an elderly African-American soldier. Like the famous persons with him, his eyes, body, hands were inclined toward this interpretative artifact that embodied memory of deeds and meaning shared across boundaries of language, age, culture and class.

The act of remembering is political as well as communicative and educative, exemplified in the truism, "history is not what happened, it is what is remembered". The controversy that often erupts around interpretative artifacts is smoke establishing the fiery power of remembering.

c. Imagining. In Jacob Bronowski's book, The Origins Of Knowledge And Imagination, he argues for the primacy of the image in mental process and, by inference, the importance of the function of imagination. Forming an image in the mind seems critical to retention of sensory information. Oliver Sacks states it thusly:

“Explicit learning, however, involves the construction of complex percepts -- syntheses of representations from every part of the cerebral cortex --brought together into a contextual unity, or 'scene' Such syntheses can be held in mind for only a minute to two -- the limit of short-term memory -- and after this will be lost unless they can be shunted into long-term memory. Thus higher-order memorization is a multistage process, involving the transfer of perceptions, or perceptual syntheses, from short- term to long-term memory.”

It would seem that one goal of interpretation is to create a process of image forming (or perceptual syntheses) in each participant's mind. Since the process of imagining is individual, it is not possible to dictate what is to be imagined; it is only necessary to stimulate the process.

d. Celebrating. *To celebrate is to recognize significance. Celebration can be a means of developing individual esteem and of creating unity.* Interpretative artifacts in themselves are celebrations of the *polis*, representing and honoring the experience-sharing that establishes the public realm. Even when the contribution celebrated is unique and individual, that commemoration is recognition of the public dimension of individual achievement. One purpose of interpretative artifacts is to capture the ephemeral -- a moment, an event, a deed, a thought, an action -- and elevate it, snatch it from the anonymous flow and mark its significance.

The need to celebrate is universal. Dr. Sacks characterizes it thusly: “We long for a holiday from our frontal lobes, a Dionysiac fiesta of sense and impulse. That this is a need of our constrained, civilized, hyperfrontal nature has been recognized in every time and culture. All of us need to take little holidays from our frontal lobes.”

One means of escaping our frontal lobes is to move from the code of language to the code of visual and kinesthetic experience. This insight may help to explain the increasing importance of recreational pursuits in American life.

3. Interpretation as a public space strategy. The role of physical spaces in establishing, defining, and serving the public dimension of human experience is complex and interesting. It is also less understood and explored than it should be. This is especially true in today's United States where experience of public mingling in physical space often occurs in privately-owned places such as shopping malls and recreational facilities, including entertainment parks. The creation of public space has been in decline in America. Often the quality and expressiveness of those spaces is considered to be of less public interest than the economy, security, maintenance and efficiency of the space. Such an approach can result in places of unadorned function. In addition, the use of public space by large diverse groups is sometimes perceived as fearful and undesirable. It is not surprising to hear claims that today's true democratic public space is not based on physical proximity but on electronic networks, that the public realm of the *polis* exists in cyberspace rather than within the physical bounds of the community.

This is the context in which new public spaces are being created. Given this reality, the challenge is to create public space that will both (1) attract users and (2) gain their loyal affection. This indicates a role for interpretative artifacts in their age-old function of defining and providing identity to public spaces by incorporating iconographic elements that lend subtlety and complexity to design while organizing and stimulating the minds and feelings of users.

While the creation of individual artistic expressions can be one way of providing interpretative elements, it may be the method least employed. The more common approach is to incorporate interpretative elements into the design of the space itself: walls, pavings, manhole covers, edges, corners, lighting, signs, views, vistas, plantings, shapes, contours, fixtures, furnishings, framing. In Charleston, South Carolina, a wrought iron gate incorporates an iconic image of a pineapple, symbol of hospitality. A Memphis park bench overlooking the Mississippi has arm and leg supports shaped like river fish. A retaining wall in Manhattan has words of poets carved in it. In Los Angeles, the paving of a walk marks where the famous geological fault line runs deep beneath the earth. Street lamp holders in Lisbon feature models of the famous caravels that left that city to track the oceans.

Throughout the world, the shaping of public space and objects provides opportunity to reach beyond simple functional purpose, to lace experience with layers of meaning, to include, to empower, to celebrate.

## **II. MAJOR PROJECT ISSUES**

The Freedom Trail has been -- and is -- a success. Begun as a simple wayfinding device, it has succeeded in tying together diverse urban fragments and forming the experience of the city into a comprehensible whole. By following a red line, visitors and residents are able to discover the Boston of history books still alive within the modern city. Now the time has come to consider building on and expanding this good tradition.

If this attraction is viewed within the changing context of the city, the Freedom Trail is still attracting visitors but steadily losing market share. In a recent newspaper business interview an executive remarked that her company possessed market share but was vulnerable because it did not possess mind share. This could be seen as the present situation of the Freedom Trail. People use and enjoy the Freedom Trail, but it does not possess a strong image in the minds of residents and users. Investigative efforts of this study have revealed two major issues:

- The desire to strengthen the image and knowledge of the Freedom Trail with both residents and visitors,
- The need to increase use of the Freedom Trail.

At the same time, there seem to be two possible and different approaches to confronting these issues. One is to consider developing the Freedom Trail as a place in the city and a destination (such as New Orleans' French Quarter or San Antonio's Riverwalk or Boston's Fanueil Hall /Quincy Marketplace). If defined as a geographic *place*, the Freedom Trail becomes a means of mentally organizing the city and a place to be in pursuit of multiple activities.

The other approach is to consider the Trail as an *activity*, a linked pattern of leisure attractions. This would mean approaching the Freedom Trail as "something to do" as one goes to the Children's Museum or Fenway Park. While these are two different approaches with differing implementation strategies, they both include need for action in the following areas:

#### A. Image Development.

Image is always a matter of physical reality; it is NOT a product of promotion. Even the vaunted Disney corporation, unsurpassed in promotional ability and resources, is unable to attract visitors to EuroDisney when the image and physical experience is not perceived as desirable.

Image may be said to constitute mind share, that necessary first step in building market share. Paris's Left Bank has considerable mind share even among people who have never visited Paris nor walked along the Seine. This is because its image is widely disseminated and understood in terms of concrete, identifiable physical detail.

Both approaches to the Freedom Trail will require upgrading of the physical environment until the trail running through the city possesses an identifiable physical presence. The nature of that presence will be determined by the problem-solving approach chosen. If the destination approach is chosen, the space will need to be strongly defined by its physical presence; if the activity approach is chosen, the space will need to be defined by the linkage pattern. While there is much overlap between these two, there is a difference in emphasis. Also, it is possible for the activity approach to be the first step establishing the Freedom Trail as a destination.

#### B. Communications.

All promotion is built on word-of-mouth. Word-of-mouth is dependent upon the level and quality of experience. And experience is temporal. Just as image is built on the quality of physical reality, promotion is built on time quality. The ease, variety, amount and pleasure of time spent on the Trail will determine how this experience is communicated, both by word of mouth and by promotional activity.

Again, the two possible approaches will differ in emphasis. The destination approach can be summarized by the attitude, "Today's a nice day; let's go down to the Freedom Trail" which is somewhat different from the activity approach of "Let's do the Freedom Trail next Saturday".

Both approaches require upgrading of user services including orientation, interpretation, information and meeting of user needs.

### C. Choices.

Regardless of the approach, activity choices need to be enlarged. More and ever-changing choices provide visitors with stronger visit experience. "Too much to do and see in one visit" provides a reason to return. As it now stands, choices are rather limited and can be summed up as "walk from venue to venue". While venues and their offerings differ, they are tied together by the singularity of the red line.

Choices need to be increased in terms of the number and kind of happenings along the trail. What if one encountered a sidewalk speech by Samuel Adams? Or music from a passing drum and fife corps? Or a small group of citizens gathered on a corner discussing the pamphlets of Tom Paine? What if one could choose to watch a demonstration of Colonial silversmithing, or an A/V presentation on the Boston Massacre, or a dramatic enactment of the first public school? The possibilities of activities and events are infinite. A defined and centrally-coordinated program of activities and events would be a development asset.

Choices of how one approaches and moves along the trail can be increased. If the trail is seen as a place with numerous points of connection (depending upon mood, location, interest, etc.) there can be multiple layers of activities and ways to access those activities. If it is to be approached as a linked attraction, means of movement and types and placement of activities will be more limited. However, there are still ample opportunities for program development and management.

## III. PRECEDENTS

### A. History and City Image.

Boston has long understood the advantage and importance of employing history to create and maintain city image. Throughout America, cities that maintain physical evidence of the past and use this to communicate their history (such as Annapolis, Santa Fe, Charleston, Savannah) find themselves attracting more visitors. Of course, the history portrayed must be based on reality, on visible evidence of the past embedded in the modern city. A city possessing a more lengthy history than is visible because the physical forms of that history have been obliterated (such as Phoenix or Dallas) cannot use history effectively in creating city image. Also, there are a few cases, such as that of Williamsburg or Natchez, where the neglected physical heritage was rescued with such effectiveness that the town has become a "museum" community known primarily for its evocation of the past.

Throughout the United States examples abound of cities, towns, neighborhoods, districts, etc. that have found history a suitable vehicle for creating interest, affection, and community understanding and pride. But this very success has fomented controversy and dissent. As Dolores Hayden writes in her book, The Power Of Place:

"Today, debates about the built environment, history and culture take place in much more contested terrain of race, gender, and class, set against long-term economic and environmental problems, especially in the large cities of the United States... The politics of identity -- however they may be defined around gender or race or

neighborhood -- are an inescapable and important aspect of dealing with the urban built environment, from the perspectives of public history, urban preservation, and urban design." Both public agencies and private non-profit institutions are being challenged to become accountable to a diverse public, both residents and visitors, who are the potential audience.

#### B. The Freedom Trail and Other Historically-Oriented Trails and Walks.

The Freedom Trail was a leader in the movement to establish walks allowing visitors to track an historical event or time in a community. The success of such an approach is demonstrated by the fact that many American cities now offer tours, both self-guided or guided, tracing the community history. Even Los Angeles, the quintessential American city of the last half of 20th century, offers a History Walk. The Freedom Trail's singularity stems from two facts: (1) the simple device of the line in the sidewalk that gives the visitor both guidance and freedom, that marks the way without setting the historic venue apart from ongoing urban life; and (2) from the far-reaching effects of the historical events that unfolded in this space.

### IV. INTERPRETATION STRUCTURE

Interpretation can be considered in two parts: the story to be told and ways to tell it effectively. In the following examination, interpretation is studied as it exists and as it could be modified.

#### A. The Story as Told Today.

1. Content. Present Freedom Trail interpretation traces Boston's role as incubator and participant in the American Revolution and the founding of the United States. Guides to the Trail attempt to present this information/experience within a chronological narrative line covering the period leading up to the Revolution and the Revolution itself. This literary approach presupposes that visitors possess some prior knowledge of the period and its events, since information concerning the period and its momentous events is available only in printed form or at the venues. Unfortunately, this presentation is inhibited by the lack of interpretation occurring anywhere except at the official sites and by the nature of the trail itself since, entwined with the city's dense and dynamic urban fabric, it is not completely period-specific as a theme park or a museum city like Williamsburg would be. (Note: It is interesting that a review of Freedom Trail guides posit the American Revolution as the story, but all stray from the central time line and story to mention and explore other interesting features of the environment, usually treating them as digressions.)

2. Format. This story is told by linking together sites in the city which were part of that period (these are designated "official" sites) or which bear some relationship to that period (these might be termed "contributing" sites). Official sites include:

- The Boston Common
- Massachusetts State House
- Park Street Church (built on site of the 1700s Town Granary where sail for the *U.S.S. Constitution* were made in the loft)



- Granary Burying Ground
- King's Chapel
- Old Corner Book Store
- Old South Meeting-House
- Old State House
- Faneuil Hall with the statue of Samuel Adams
- Paul Revere House
- Old North Church
- Copps Hill Burying Ground
- *U.S.S. Constitution*
- Charlestown Navy Yard
- Bunker Hill

Contributing to the tour although not official sites are:

- Beacon Hill
- Shaw 54th Regiment Memorial
- King's Chapel Burying ground
- Site of First Public School
- Old City Hall with statues of Benjamin Franklin, and Josiah Quincy
- Province House steps
- National Park Visitor Center
- Boston Massacre Site
- Faneuil Hall Marketplace
- Blackstone Block and Haymarket
- The North End
- Paul Revere Mall
- North Square
- Garden Court Street
- Charlestown's City Square and Town Hill neighborhood

This linkage is accomplished by the line itself and by maps, guided tours by the National Park Service or private tour companies, guides and other printed materials which offer existing interpretation linking sites.

#### B. Future Choices for Story Development.

If changes are to be made in the Freedom Trail, it is necessary to consider what story changes, if any, might be made.

If the basic story is that of the Revolution in Boston, it is possible to choose between varying emphases. Two obvious choices present themselves: (1) to continue the focus on a "print-dependent" chronological narrative or (2) to shift focus slightly from chronology of the Revolution to the city as site of Revolution with the intertwining of past urbanity as part of today's -- and tomorrow's -- city.

A third choice would be to change the theme from the American Revolution to that of the named subject: Freedom. This would mean that the Trail would focus on the Revolution as one step in a long and continuing journey toward the concept of human freedom. The Trail then would become a spine and would need to connect and refer to other Boston sites and events in the pursuit of freedom, such as the Underground Railway for escaped slaves

at Old Park Church and the Shaw Memorial to the emancipation of African-Americans in the Civil War. Connections to the Black Heritage Trail, the Women's Heritage Trail and other existing or proposed sites (such as the new Federal Courthouse with its emphasis upon interpretation of the law and rights of citizens) would be necessary. Also, interpretation at the sites and along the Trail itself would need to be adjusted to emphasize the Revolutionary War as a step in the process of seeking human freedom rather than as the primary focus.

An analysis of these three possible approaches is given below:

1. Chronological approach. This more traditional or "textbook" approach will require assisting the visitor by providing context in terms of specific information concerning the American Revolution and in placing the Boston events in a sequential time frame and in relationship to one another. This requires some focus on upgrading on what photographer/author Steven Dunwell has termed the "virtual" sites or those that do not have a strong physical presence or which do not exist as actual places, such as the Town Granary, the First School and the Boston Massacre Site.

2. Site approach. This more unusual approach is actually based more on the existing experience and materials than are the two others. In this approach, the Freedom Trail story exists primarily as a story of place, of this particular city and how it evolved. The trail can be seen as an exercise in exploring the layering and mingling of experience which forms this space. By "picking out" and tracing one particular thread (that of Revolutionary Era Boston) in the woven plaid of the city fabric, the visitor is afforded an opportunity to stand in the present and glimpse both the foreign country that is the past and the unknown country that is the future combined in a single synchronic moment. This story is communicated by experiencing the city rather than by establishing a narrative line. Here, instead of an essay format with a narrative line, the Freedom Trail is viewed as more analogous to a CD-ROM format that "branches" in numerous ways and which can be pursued according to the interests and desires of the user. With the Trail's multiple and separate venues, it is closer to a collection of short stories organized by the common thread of setting than to a history lesson with a chronological emphasis. While walking the Trail, a person's mind performs the task of kinesthetic scanning and constructing of "scenes" rather than the more single focus required for reading and sequencing. This approach is more "experiential" than "literary". But it might be a mistake to let the 20th century habit of text-domination determine the interpretation approach. Such a bias might be ill-suited to meeting the practical demands both of the Trail's reality as urban space and the evolving context and demands of 21st century life.

3. Theme approach. Pursuing this approach of constructing the experience around the theme of Freedom will require providing the visitor with connections between places and evolving human experience in a manner that traces evolution, but is not necessarily chronological. Interpretation will be necessary to provide the theme framework for the chosen sites and path branches. Such an approach could actually strengthen such sites as the Old Park Church and the Navy Yard, but it might require some re-thinking of interpretation in other sites. This approach is closer to the chronological approach of the first choice in that both could be termed "literary" approaches. Yet the theme approach is broader and more flexible than the

chronological approach since it includes a broad time span and allows for continual evolution. It also accommodates audience diversity since it allows individual interests to actively engage the interpretative structure.

## B. New Storytelling Methods.

1. Obvious needs. Regardless of the selected story approach, improvement of the Freedom Trail “product” will require improving interpretation. The following needs have been identified:

- a. Interpretation needs to occur on the trail itself and not just at official sites.
- b. There is need for improved planning, coordination, and integration of the interpretation offered at each site.
- c. New interpretative elements need to be added that will offer additional formats for information as well as providing more avenues, access, and organization of information.

2. Process for improving interpretation. Once a story approach has been chosen, the following process is suggested for designing a new and improved interpretation.

- a. Step One: Analysis of the physical environment. A documented inventory allows seeing what is there, which elements of the story already exist in terms of buildings, textures, materials, views, places, juxtapositions, etc. This also establishes where holes occur, where connections are broken and understanding clouded, and indicates what needs to be done to provide what is missing and enhance what exists. Such a process also identifies potentialities, places where interpretation can be introduced to clarify and strengthen the Trail experience.
- b. Step Two: Storytelling (i.e., interpretation) designed and implemented primarily through using iconographic elements in forming the space. These elements should be created from the infinite riches of images generated by the city’s existence over hundreds of years. Walls, paving, curbs, furnishings, vistas, views, steps, lights, signs, benches, contours, railings, doors, windows, fountains -- any and every spatial element can be formed employing an iconographic code that embodies “the story”. User behavior can be influenced through a system of sensory cues. For instance, if you wish the visitor to be drawn to the entrance to a particular venue, then paving patterns and environmental “marker” elements can pull attention to this entrance, capturing attention through sight just as the attention of an unruly and loud group can be captured through sound by blowing a whistle.

One caution: While language may serve as a basis for planning interpretation, it should not be relied upon as the primary means of conveying interpretation. In nearly every case when language is used (as in printed guides) it should be accompanied by visual or kinesthetic symbols. And language used in any permanent manner (such as engraved on a stone)

should be reduced to its strongest essence. On the other hand, there is one venue where language will be the primary medium and that is conveying information concerning activities and events. Places to post and convey this continually changing information need to be developed.

c. Step Three. If icons/symbolic elements are seen as "words" of the interpretative code used in the environment, then the system of spatial organization is the grammar of that code. There is need for a method of indicating points of connection and intersection, of creating and respecting spatial order and rhythm. Just as language requires both vocabulary and grammar, so does environmental design.

d. Step Four. Providing temporal, participatory events and activity within the space allows the story to become explicit and provides nuance and details. For example, costumed dramatic interpreters, musical activities, ceremonial happenings, guided thematic walks are just some of the many programs and activities that Colonial Williamsburg successfully employs to provide visitors with understanding and pleasure during their visit. Throughout the world of attractions from Las Vegas to the Metropolitan Museum, programming of this nature is ubiquitous which seems testimony to its effectiveness.

## V. RECOMMENDATIONS

It order to achieve the goals of strengthening the image and knowledge of the Freedom Trail with both visitors and residents and increasing its use, the following recommendations are offered concerning interpretation:

### A. Establish Clarity on Problem-Solving Approach.

It is necessary that all involved agree on the problem-solving approach and establish clearly the intention of this effort. It seems the most likely approach is that of considering the Freedom Trail as an *activity* rather than a *destination*. This means thinking of it as something to do in the city, rather than as a place to be. Of course, it is quite possible to consider these issues as one of short term/long term objectives. It might be possible to view the Freedom Trail as an activity in the immediate future, while intending to move toward its gradual development as a place destination, an active and complex pedestrian spine through the city. However, such a strategy would need to be a conscious choice.

If it is to be viewed as an activity, it is necessary to consider how to *initiate, monitor, evaluate, manage* and *charge* for this activity. If the Freedom Trail is to be developed as a place, environmental design becomes a predominant element which will have to be *conceived, designed, financed, constructed, maintained*.

### B. Determine Which Story to Tell.

Since the message and the medium are intrinsically linked, it is important to decide which of the three story approaches will be followed: The Revolution as Events (Chronological

History), the Revolution in this Place (Environmental History), Freedom and Boston's Evolution (Thematic History).

All three approaches have strengths and weaknesses. But to this consultant, the second approach seems the most practical since it is grounded in actual physical experience. At the same time, it is more ambitious than the others. If this concept were to be selected, it might need to include the following points:

1. Define the Trail as tracing the thread of Boston as it was in the period roughly from 1680 (Paul Revere house completed) to 1809 (Old Park Church). It is possible to loosely characterize this as the 18th Century and its transition periods. The Trail would follow and pick out the remnants of this period as it occurs and endures in the woven fabric of the living city.
2. Embed interpretation in the physical/kinesthetic experience of place as much as possible. This means that the primary mode of interpretation along the Trail itself would be environmental design.
3. Additional layers of interpretation in the form of programs, activities and events should be developed, designed to present the continuity of person/place interaction here in this living city and should be tied to physical reality and concrete detail.
4. Use two concepts, *connections* (between places, people, sites, events, etc.) and *layers* (of time, meaning, events, etc.) as the touchstones of interpretative planning and design.
5. Plan each and every interpretative action as part of an orchestrated strategy so that each interpretative piece (whether occurring on the trail or at the sites) adds to the synergistic effectiveness of the whole.

### C. Locate Interpretative Elements in the Physical Environment.

Since the design of the physical environment is the most significant act of interpretation, it is necessary to consider a method for accomplishing this. The following actions are suggested.

#### 1. Inventory.

Interpretation will be embedded in the design of necessary and available environmental elements. In terms of the Freedom Trail, these can be identified as:

- a. Existing sites: Boston Common; Massachusetts State House; Park Street Church; Granary Burying Ground; King's Chapel and Burying Ground; Old Corner Bookstore; Old South Meeting House; Old State House; Boston Massacre Site; Fanueil Hall; Quincy Market; Blackstone Block; Paul Revere House; Moses Pierce-Hichborn House and Gardens; Old North Church; Copp's Hill Burial Grounds; Charlestown Navy Yard; U.S.S Constitution; Bunker Hill Monument. (note: Charlestown's Warren Tavern is a restored building from this era.)
- b. Existing monuments and markers: Shaw Memorial; First School House Site, Benjamin Franklin's Statue; Josiah Quincy Statue; Samuel Adam Statue; two James Michael Curley statues.
- c. Existing open spaces: Old City Hall Plaza, Boston 5 Cent Plaza, Boston National Historical Park Visitor Center Plaza, Dock Square, Union Street/Curley Park, Paul Revere Mall, Old North Church Court, Winthrop Square, Bunker Hill Monument Site.
- d. Existing physical evidence of 18th century: building materials and methods of building; architecture style and elements (windows, etc.), colors, etc.; signs and decorative elements (weathervanes, etc.) are important cues for interpretation.
- e. The path: The actual pedestrian movement system space including surfaces, contours, paving, curbs, steps, views and vistas, walls, edges, etc. provides interpretative opportunities.
- f. Path furnishings: Benches, light standards, trash receptacles, flagpoles, tree grates, bicycle storage, street fixtures (such as manhole covers). etc.; kiosks and carts, program and activities notice fixtures, etc. are among the elements that can be designed to convey interpretative concepts.
- g. Integrated natural features: Green spaces, gardens, plantings; window boxes, etc., provide opportunities to provide interpretative information concerning features of the natural environment in the past as well as today.

#### D. Some Suggested Interpretative Actions

In order to integrate interpretation into development of the Freedom Trail as *place*, *attraction*, and *experience*, the following thoughts are offered:

1. Consolidation of Trail under one management entity with responsibility for a development strategy employing interpretation as major unifying element. The nature and description of this entity is beyond the scope of this report, but certain possibilities can be identified:
  - a. Use an existing organization or form a new arrangement between involved groups (such as the Freedom Trail Foundation, the National Park Service, the City of Boston, the Convention and Visitors Bureau).
  - b. Create a completely new private non-profit group designed to perform only one function: that of producing, promoting and marketing the desired product.
2. Provide techniques and methods for the operational entity to use in establishing and guiding the development and implementation process.
3. Widespread and clear communication of this concept to a diverse audience with an interest and/or stake in this project including citizens and the community, Trail participants, those involved in visitor services, those with vested interest in adaptation of new residents and businesses, those interested in the environment, those interested in physical and economic community health, those with interest in special subjects such as history, urban development, architecture, current affairs, etc.
4. Improve the environment of the path itself. Treat each element as a part of the Trail Code and the space as the grammatical structure. Interpretation criteria and guidelines can be a basic element in the physical design of these elements. Establish an overlay of services throughout the space. Make certain elements of the natural environment are suitably integrated with the built features.
5. Develop a communications strategy and produce certain informative/interpretative materials for public use. These would include:
  - a. Signs: There are two kinds of necessary signs, those giving information or providing what people need to know and those indicating services or indicating access to what people need.

The first signs can range from street names to information about significant past events that have left no visible trace. Service signs aid people to find necessary food, drink, shelter, access to services, etc. The style, placement, and employment of signs is an ongoing process probably best served by establishing some general criteria and guidelines, then allowing the creativity of designers to work within those parameters. Properly constituted, the guidelines will provide a framework establishing unifying connections while not excluding the richness of diversity.

b. Maps. Orientation devices are necessary for pathfinding. An infinite number of these can be produced. All should be designed to include representation of physical cues actually existing in the Trail environment. Here are some map suggestions:

- (1) pocket map, timed, with symbols and service identified
- (2) treasure hunt map, especially good keyed to subject matter or for young visitors
- (3) layered map with city connections
- (4) green map indicating the natural environmental features and placing them in the context of time and the evolving of man/nature interactions
- (5) special interest maps.

c. Printed materials. There are no end to these which can include the following:

- (1) topic-oriented self-guided tours
- (2) daily, weekly, monthly, seasonal program activities guide
- (3) general introduction and self-guide to the Freedom Trail.
- (4) a "passport" that allows the visitor to prepay admission to sites and receive discounts from merchants, etc.

d. Audio-assisted guides. Rapid advances in technology are creating new possibilities each day. Random-access audio guides keyed to infrared markers and using digital processing and equipment make it possible to offer audio guides styled to age, interest, time, language etc. These can make use of earphones or wands and are a natural for the Freedom Trail.

e. A/V installations. At certain locations along the Trail, opportunities exist for audio-visual installations in differing formats. Some might be interactive while others are simply presentational. The purpose of these would be to supply understanding of something that is not visible (such as the Boston Massacre), is too complex for easy comprehension (the Battle of Bunker Hill) or which is best understood in relationship to other elements which may not be easily accessible to Boston's role in the Revolution in terms of actions at Lexington, Concord, etc.

f. Program notices. It will be important to have a number of ways to communicate about program activities, including places where such notices can be placed and changed on a daily basis. These could be electronic signs, poster cases, etc.

g. Future possibilities. With advancing technology, within ten years it will likely be possible to offer a number of new interpretative techniques. These could include the following:

- (1) User identification card. As Sony presently uses in its exhibits in New York, such a card would allow a visitor to activate certain exhibits, register interests and complaints, log a record of his/her visit, provide needed information, and use the Trail in a way suited



to her/his individual concerns. With card sites scattered throughout the Trail, each visit could be completely personalized.

(2) Portable CD-ROM. Soon a portable CD-ROM will be available that will allow visitors to carry a random-access audio/visual guide that would allow each visitor to have multiple choices for guidance and supplemental material throughout the visit.

6. Develop (within the governance entity) a mechanism for creating, marketing, scheduling, coordinating, producing, and financing a time-related program of activities, events, demonstrations, etc. that will take place throughout the Trail, not only at the sites but along the path, in the open spaces, etc. These programs will be designed for a variety of audiences. Some examples:

a. Site activities. Each site could produce a daily, weekly, monthly, seasonal schedule of activities that could be planned and coordinated through the program management function of the Freedom Trail entity.

b. Path and open space activities. The program management function could on its own or in partnership with sites produce a schedule of daily and special activities organized on a seasonal basis. These would not occur at the sites, but would take place on the path and in open spaces in a carefully-planned fashion.

c. Special events. These need to be coordinated with local schedules and could be planned/produced by the Freedom Trail entity alone or in partnership with other civic groups. Best organized on a seasonal basis, these could be linked to other occasions or be stand-alone events. One major event might happen each year to serve as a significant fundraiser. For example, a progressive dinner could be held with different courses served at various venues, and entertainment at others. Smaller fundraising activities can also occur.

7. Encourage and participate in the development of Boston Visitor Center. In a time of increasing transience, any major city needs a visitor center, a central place of orientation, information and service for those new to the city or with limited experience of its complexities and possibilities. However, the term *visitor center* should be approached cautiously and with the understanding that a generic “visitor center” is NOT what is intended here. In addition, new technology and rapidly-changing world conditions make a new definition of visitor center not only desirable, but necessary. The term “visitor” should be enlarged to include more than the tourist, but should embrace those spending some time in the city for business, education, or even as a workplace residence that may or may not be permanent.

While visitor centers in various cities may accomplish the same purpose, they should not resemble each other. Each city is unique; each center should be unique with its purpose and operation defined by the city itself. A 21st century visitor center for Boston should be the central hub originating services for sites spread like a web throughout the physical space.

Consultant Tom Martin has noted that the Charleston Visitor Center (which opened in 1991) performs 24 separate functions. A visitor center of the year 2000 could provide many more functions while fulfilling its three major duties: orientation, information, service. Properly conceived and designed, a Center could also serve a management function for certain aspects of the visitor or transience industry. In addition, it could provide orientation and assistance for new residents, for businesses seeking to locate here, for students arriving to study, etc.

Such a visitor center does not have to be located on the Trail, but visible proximity would be good. The Custom House would make an ideal site because of its visibility in the cityscape, its symbolic presentation as the beacon or gateway to the city, its iconographic power. This would be a suitable translation of its intended function cast in new, 21st century terms. If the top floors are to be sold as time share apartments for visitors, this makes the visitor center possibly a good match.

Wherever the Visitor Center is located, it should have a presence on the trail. It is possible to locate automated information kiosks along the trail much as ATM banking services are available at small installations throughout the environment.

## **VI. SUMMARY**

After consideration, it seems possible to summarize the Freedom Trail situation in this simplistic but graphic manner.

The Freedom Trail is a product with a proven track record . When it was created more than 30 years ago it was an innovative product that spawned many imitators, although no real copy was possible. As a product the Trail has performed in a stable manner. However, consumption has not increased even though the market for such products has grown regionally, nationally, and internationally. At the same time there has been a geometric increase in the number and kind of products within the field of visitor attractions. Therefore, this product needs to be upgraded and improved retaining its existing strengths and developing new ones. It needs to capture a greater share of the existing market and penetrate new markets.

To accomplish this, a new production strategy and/or a new production company is needed. This necessary development and expansion will require new sources of financial investment. Once the production company and strategy is determined and the expansion plan is developed, this strategic plan needs to be widely presented to gain both financing and consumer reaction. Financing needs to be obtained as a long-term investment strategy. Consumer support should be structured so that increased product consumption will yield increased operating revenue to the producing company.

And where does interpretation, the subject of this study, fit within the quick summary? Actually, it is the very heart of the matter. Interpretation is the means by which the product will be upgraded and improved. Through a system-wide development of interpretation the Freedom Trail can retain its existing strengths while burnishing its image, strengthening its public offering and identity, and providing a better experience for visitors and residents.







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